



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVIII. NEW YORK, FEBRUARY 17, 1897.

No. 7.

BOOKS OPEN TO ALL.

*To those who
Know it not!*

It will pay you in the end to make inquiry into the
merits of the

PHILADELPHIA RECORD

as a general advertising medium.

Seek your information from *Those who* who have tried
Know it! its columns.

They can give you some valuable advice.

For Rates, address RECORD PUBLISHING CO.
Philadelphia.



Attractive and Interesting Advertisements

PRODUCE RESULTS
WHEN PROPERLY PLACED.

Transient advertisements to bring returns should be especially attractive and occupy large space.

Yearly or long-time advertisements may be smaller, but they must always be attractive to catch the eye of the reader, and interesting as well, to hold his attention.

Besides being attractive and interesting they must be truthful.

These are the requisites for successful advertisements.

For city purchasers, use the city dailies.

For country buyers, the local country weeklies.

These rules carefully followed and supported by practical business methods make advertising successful.

LOCAL COUNTRY WEEKLIES.

1,600 of them, New England, Middle and Southern States.
One-sixth of all country readers of the United States reached weekly.
62 per cent only publications in their respective towns.
86 per cent only papers in towns or published at county seats.
Catalogues and estimates furnished for the asking.

ATLANTIC COAST LISTS, 134 Leonard St., N.Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1885.
Vol. XVIII. NEW YORK, FEBRUARY 17, 1897. No. 7.



JAS. H. FERRIS, Pres.
H. B. BALDWIN, Secy.

W. H. Bryant.

RECEIVED
FEB 5 1897
Geo. P. Rowell & Co.

Joliet, Ill.

February 3, 1897.

American Newspaper Pub. Assn.,

New York City.

Friend Bryant:—

Geo. P. Rowell has written asking if we would assist him in getting an audience before the annual meeting, that he might make a talk on the matter of Circulation.

I shall probably not be in attendance at the meeting and if a vote is necessary would be pleased to vote in favor of the privilege being granted.

Mr. Rowell. Perhaps you may not notice it so much in your city, but he is doing the honest publishers a great benefit in driving out the frauds.

The pluck and energy he has shown in the matter has been one of the greatest bonances to the general advertiser and enterprising publisher.

Yours truly,

The News Company,

Jas. H. Bryant
Pres.

A. N. P. A.

NOT ALL IN FAVOR OF GRANTING A CONFERENCE TO THE EDITOR OF THE AMERICAN NEWSPAPER DIRECTORY.

The eagerness with which the members of the American Newspaper Publishers' Association fall over each other in their scramble to express favor for the proposed conference with that body by the editor of the American Newspaper Directory at the annual meeting at the Hoffman House, New York, February 17, 18 and 19, is not so marked as some would expect. The man who said it would be as reasonable to expect a vote in a convention of eels in favor of perfecting a method of being skinned, may not have been wholly wrong. Any one can see by the quotations that follow that the writers are not as eager as they might be to have a method perfected by which their circulations can be set forth in cold type at exactly correct figures.

Col. Chas. W. Knapp, of the St. Louis *Republic*, and president of the A. N. P. A., writes that "it is impracticable for me to give you at this moment any assurances in respect to my personal attitude in the matter."

Mr. Herbert F. Gunnison, of the Brooklyn *Eagle*, makes no bones of saying that he is opposed to granting the conference, because it is, and has been, the policy of the Brooklyn *Eagle* now and always to decline to tell its circulation. Mr. Gunnison would kill all the directories if he could.

The publisher of the Toledo *Bee*, which is now in the hands of a receiver, frankly says: "We cannot say that we are in favor of granting your request for a conference."

Mr. J. B. Townsend, business manager of the Philadelphia *Press*, is rather non-committal, but does say: "If the question of your having a hearing comes up, and if we have anything to say about it, we will advocate granting a hearing to the publishers of any newspaper directory who make such a request." One would think after reading this that if the question didn't come up, or if Mr. Townsend should decide not to have anything to say

about it, his happiness during the convention would not thereby be very much disturbed. Circulation statements from the office of the Philadelphia *Press* used to be about as hard to obtain as blackberries from a huckleberry bush, but of late there have been some indications of reform.

Mr. John H. Farrell, the courtly proprietor of the *Times-Union*, Albany, expects to leave for Texas next week, and, in view of this fact, prefers to offer no suggestions, having full faith that the members will be "just to everybody and fully alive to proprieties." Mr. Farrell's friends know that he is always just to everybody, and one will doubt that while he is in Texas he will be "alive to proprieties."

Mr. Joseph A. Dreer, of the Jersey City *Journal*, favors a conference if the time at the disposal of the convention will permit.

The publishers of Scranton *Truth*, who institute libel suits against the Directory now and then, finding that a more satisfactory way than to furnish circulation statements, say in regard to the conference: "Your request should be passed upon by the association in regular session, and not by the individual members thereof in advance. For this reason Scranton *Truth* must respectfully decline to forestall the action of the association either by giving or withholding its consent. When the matter is properly before the association it will give us great pleasure to consider it on its merits." One might judge by this that, although *Truth* does not favor the conference at this time, it might look kindly upon a suggestion for one next year or in 1900. Scranton is an important manufacturing town, with about one hundred thousand people. It is favorably situated on the line of several railroads, is 167 miles from Philadelphia and 146 from New York. It is an important and growing place, publishes four daily newspapers, and each publisher has

The Evansville Courier Company
Established 1845. Incorporated 1855.

Samuel E. Cook
General Manager

RECEIVED
FEB 6 1897
Geo. P. Rowell & Co.

Evansville Ind. Feb. 4, 1897.

Messrs. Geo. P. Rowell & Co., Publishers,

American Newspaper Directory,

10 Spruce Street,

New York, N. Y.

Gentlemen:-

Relying to yours of Feb. 2nd, it is my opinion that the American Newspaper Publishers' Association will do all in their power toward securing for the newspapers at large, and the advertisers at large, a better newspaper directory than has ever heretofore been published in this country. Looking to that end I believe that a conference between Messrs. Geo. P. Rowell & Co. and the American Newspaper Publishers' Association at their next annual meeting would result in a great deal of good and would, in a large measure, enable you to get out the kind of directory now needed. I believe your request for such a conference should be granted, and will do all in my power to help you to secure a hearing before the A. N. P. A.

Yours respectfully,
Samuel E. Cook
Manager.

one opinion of himself and another of his neighbor that are as different as *rouge et noir*. There are very few cities whose newspaper men have furnished so much billingsgate in convention and so little information in business ways on the subject of newspaper circulation. The editor of the Directory has not been able thus far to obtain any report concerning the circulation of either of the four Scranton dailies for use in its twenty-ninth annual revision, but he confidently expects, after the book has appeared, to be in receipt of voluminous communications from each of the publishers, setting forth regret that an opportunity was not furnished to send in such information as would have secured a correct rating, etc. Those members of the American Newspaper Publishers' Association who have had the felicity of listening to Mr. Barrett's lurid (not lurid but bloody) expressions in former conventions will have a pretty clear idea of the sort of talk he will next favor them with, provided he is called upon before the evening is too old. Mr. Barrett, of *Truth*, is Scranton's

only representative in the membership of the A. N. P. A.

It is to be supposed that Mr. Rosewater, of the Omaha *Bee*, whose business representative lied to the Directory about the circulation of the *Bee* and got caught at it, will be opposed to lending any aid towards improving a system which he has already found a little bit too good: but whether the proprietor of the *Lincoln Journal*, who exposed Mr. Rosewater's shortcomings and pocketed the hundred dollars reward, will be also opposed to lending his aid, is what the publishers of the Directory have yet to learn.

Notwithstanding all that is set forth above, it will be observed that but one publisher has set himself squarely in opposition to the proposed conference, and it may be interesting to be told that, although the publishers of the Directory are able to quote half a dozen or thereabouts who seemed to be rather ambiguous in their approval of the proposed conference, they have heard from twenty-four others who positively favor the conference. It may be that some of these have made up their



*The W. M. Year
Montgomery & Company*

Toronto, Canada. Feb. 4, 1897.
RECEIVED
FEB 6 1897
GEO. P. ROWELL & CO.

The American Newspaper Directory,

10 Spruce St.

New York.

Gentlemen:-

Replying to your question as to the desirability of your representative appearing before the American Newspaper Ass'n to discuss the subject of "Proved Circulation", I think it most desirable that the subject be discussed and that your assistance in that discussion will be very helpful. We desire very strongly some system by which exact circulations may be known to advertisers and will aid in every way.

For some years we have made it a rule to give full information as to the circulation of our publications to everyone who asked.

We appreciate the good work done in this direction by the American Newspaper Directory and will help whenever we see opportunity.

Yours truly,

*Ed. Danforth
Gen Manager
I am writing the
American to the above
Effect Ed. Danforth.*

minds not to attend, or, like Mr. Farrell, have plans for going to Texas, yet the indications are strong that about half, or nearly half, of the members of the American Newspaper Publishers' Association are in good faith and willing to help make a directory what it should be if they see a clear way for rendering a service in that direction.

THE DIRECTORY RULES FOR THE ANNUAL REVISION.

If the editor of the American Newspaper Directory is granted the conference he asks with the members of the American Newspaper Publishers' Association, he will endeavor to learn which of the rules under which the annual revisions of the Directory have

been conducted can (in the opinion of the newspaper men assembled) be changed, and in what way, so as to produce a Directory of greater service to advertisers. Following are the rules under which the last issue of the Directory was compiled.

WHAT PAPERS TO CATALOGUE.

The Directory is intended to contain a complete catalogue of all newspapers published, and neither the name nor the circulation rating of a paper can be omitted in response to a request to that effect. Compliance with such a request would be a consent to make the Directory less than complete.

The names of new newspapers are obtained principally from the list of periodicals entered as second-class matter at the Post-Office Department at Washington, but to some extent also from postmasters and publishers. To obtain copies of these new newspapers a special post-paid wrapper is mailed

PRINTERS' INK.

7

to each. All so received are entered and described on cards prepared for that purpose, but no new newspaper is entered in the Directory unless a copy is at hand bearing a date later than the preceding November.

Unless there are strong reasons to the contrary, the name of a publication that is not admitted to the United States mails as second-class matter is not entered in the Directory. And under the same restrictions, any publication admitted as second-class mail matter is generally considered as entitled to be entered in the Directory.

The object in publishing the Directory is to make an actual catalogue of the legitimate press. It is desirable that publications of ephemeral character, such as are not legitimate periodicals in fact, shall not have a place in it. In order that some rule may obtain by which it can be decided whether a paper shall be catalogued or not, the following is adopted: RULE.—If in doubt whether a publication shall be included or excluded, always exclude it.

In cases where a paper is dated from two places, it is catalogued under the one where it is entered as second-class matter; but may be described as "dated also at" (naming the other city or town).

When one or more editions of a newspaper are issued for another town or village, after the word "publisher" in the catalogue the

words "prints an edition for" (naming town), or "prints special editions for neighboring towns" shall be added, and the circulation rating in such cases shall read "combined circulation." No other mention of the extra "editions" is made.

An examination of the office files is made for a copy of each paper that fails to make response to the applications for information. Such as are found are examined and noted. To such as are not found, a wrapper for a sample copy is mailed, in a "special request" envelope, and if no copy or information is obtained before March 1st, and there is no other ground for believing that the paper is still in existence, the circulation letter of this paper in the catalogue is followed by two interrogation points to indicate that its present existence is in doubt.

ABOUT CIRCULATION RATINGS.

When the name of a paper appears in the Directory for the first time, no circulation rating is accorded, unless it is the successor of another previously described. If its printed volume and number dates from its predecessor a rating may be given; but not if it begins with Vol. I., No. 1.

The classification or rating of a circulation by letter in the Directory is determined by what is believed to have been the regular issue of the publication for the entire year preceding the date of the report, which should not

THE KANSAS CITY STAR'S
circulation is more than double the combined circulation of all the other Kansas City daily newspapers. Circulation guaranteed.
Daily, over 62,000. Weekly, over 115,000.

(February 6, 1897.

Messrs. Geo. P. Rowell & Co.,

Publishers American Newspaper Directory,

New York City.

Dear Sirs:-

In answer to yours of the 2nd inst. we desire to say that we hope you will succeed in obtaining a conference with the American Newspaper Publishers' Association at its next meeting. You can count on this paper being in favor of it. The discussion you propose is of vast importance to all publishers who are willing to tell the advertiser what he is to get for his money. Under the circumstances, we cannot see how there can be a dissenting vote.

Very truly,

THE KANSAS CITY STAR,
By *Aug. F. Seested*
Business Manager.

be earlier than December 15, or later than January 15 following.

Some newspapers fail to understand that the actual circulation average, or smallest issue, for the year past, will be stated in the Directory, in plain figures, if wanted, and the necessary figures are furnished. Every attempt is made to convey information on this point in a way that no publisher can fail to comprehend.

To report his circulation in such a way as actually to convey information to an inquirer, it is deemed necessary that a publisher shall state what it has been for an entire year.

No publisher can be certain what his circulation will be for a year to come. He can be positive, however, how many copies he has issued for the year that has passed, and advertisers think that they can judge more intelligently from a true statement of what a circulation has been than from any sort of a statement of what a publisher believes that it will be.

A circulation statement to be entirely satisfactory should be signed with a pen. If signed with a hand stamp, or with initials only, or by some person whose authority to sign is not known or stated, it cannot be accepted as one the accuracy of which it will be safe to guarantee by the usual \$100 forfeit.

A report giving the number of quires used each week (instead of the actual number of copies printed) may mean for an eight-page paper one-half the actual issue reported in quires. A \$100 forfeit has once been paid by the publishers of the Directory upon a deceptive circulation report of this sort. In each case of this kind it is found advisable to look at the paper. If it has four pages only there are 24 copies to the quire. If eight pages, it will not be safe to allow for more than twelve.

A quire is 24 sheets, and not 25.
A ream is 480 sheets, and not 500.

If the Directory rates a circulation too high that closes the door to information from the office of the paper. The publisher has nothing to gain but something to lose by agitating the matter. On the other hand, a paper that has actually issued a larger edition regularly than it is credited with is more

willing to give information. In cases of uncertainty it tends more toward accuracy in the long run if a paper is classed a little too low than if it is classed too high.

ABOUT CIRCULATION REPORTS RECEIVED.

When the report or description of a paper that has been forwarded to a publisher for revision comes back bearing a mark of acquiescence, or bearing no mark whatever, its return is taken as evidence that the publisher has examined it and has no corrections to make.

If a publisher returns a report without any remarks about his circulation rating, or fails to make any response to the application made to him for definite information, it is taken as an admission that the rating at present accorded him is high enough, whatever else may be said about it.

When a publisher claims a higher rating than has been given, and seems to be in good faith, it may possibly prevent the usual reduction of one step in his rating, even although his method of setting up his claim for a higher rating is not as definite as it ought to be; but no rating is advanced on any other than a definite statement, the accuracy of which it will be safe for the Directory to guarantee by the usual \$100 forfeit.

When a publisher furnishes a true statement in detail showing the actual number of copies of each and every issue for the preceding year, the aggregate number and the average each issue, the statement being dated and properly signed, his paper is rated "actual average for the past year" (giving the average number shown by the figures in the report). When a publisher states truly that "no issue for the period of a full year preceding has been less than a certain number," the statement being duly dated and signed, the paper is rated "smallest edition issued within a year, not less than" (giving the number shown by the report).

When a publisher furnishes a statement, upon the accuracy of which the Editor of the Directory does not feel warranted in risking the \$100 forfeit on account of indefiniteness of expression, not being properly signed, or any other irregularity, the paper is not al-

Joint Offices of
THE CHICAGO RECORD
and
THE CHICAGO DAILY NEWS.

VICTOR F. LAWSON, Publisher,
1010 Fifth Avenue, CHICAGO.

Feb. 5, 1897.

Messrs. George F. Rowell & Co.,

Publishers The American Newspaper Directory, 10 Spruce-st., New York

Dear Sirs:--:

Answering your circular letter of the 2nd inst., I have pleasure in saying that I shall be very glad to favor the granting of your request for a conference with the American Newspaper Publishers' Association at its forthcoming meeting in New York City.

Very truly yours,

Victor F. Lawson

ways rated in the class that seems to be claimed for it, but the rating assigned is marked with two daggers (††). When an (*) asterisk follows the circulation letter the rating is always in accordance with the publisher's claim and its correctness is guaranteed. When two daggers are used the rating may or may not be in accordance with the publisher's claim, and its correctness is not guaranteed. He may print more, he may print less.

When a publisher reports that he printed a certain specified number each and every issue for the year past, the same number every issue, the circulation is reported "average," instead of "smallest edition."

When a publisher states what has been his average circulation for the past year, and the statement is made definitely and is fully signed and dated (but without giving the exact figures of each issue), his report fails to entitle him to the rating letter followed by one asterisk, because the Editor of the Directory ought to see the figures by which the result was arrived at, so that he may know that the calculation was made with accuracy. No publisher can tell what his average circulation has been without first having caused the figures to be set down and the necessary calculations made; and when that has been done, he may just as well send the figures for examination and to be placed on file at the office of the Directory. A mistake may have been made, which a glance would reveal. In cases of this sort, however, where the publisher's statement appears reasonable, and the average shown is a good deal higher than the lowest significance of the rating letter to which it appears to entitle him, the letter may be accorded, followed by one asterisk, if deemed advisable.

A report from a daily newspaper giving its issue for every day in the year on which it is issued, shows the actual average and entitles such paper to a rating of "daily actual average during the year," but does not entitle it to a separate rating for a Sunday, Saturday or any other edition which may be larger than the daily average. If the Sunday issue is to be accorded a circulation rating as a separate paper, it must furnish a circulation statement by itself, and omit its Sunday circulation from the statement for the daily.

FINAL DISPOSITION OF CIRCULATION REPORTS.

When a report is received before February 1st which does not entitle a publisher to as good a rating as appears probable that facts would warrant if he would take more care in making out his report, a communication is sent to him, indicating what sort of a rating he will receive, and conveying the information that there is still time for preparing and sending in such a report as will secure him a better rating. The circular conveying this information is spoken of in the office as the "pink circular."

After February 1st the "pink circular" may be sent in the discretion of the editor, when, in individual cases, he considers its use warranted for good and sufficient reason, but it is never to be sent later than February 28th.

When a reply to the pink circular is such as will not change the rating already decided upon, but makes it appear probable that to return it may yet bring such information as will lead to an improved rating, it may be returned, but no record is kept of the transaction, because in the absence of further in-

formation the case stands precisely as it did before the communication that was returned came to hand.

When in doubt about whether to return a report to a paper for additional information or not, it is always returned, and if in doubt about whether to take the trouble to write a letter for the purpose of explaining matters and getting better information, or enabling the publisher to send additional information that will secure him a better rating, the letter in such a case is always written.

On account of the enormous number of periodicals having a nominal subscription list or sale, it is found advisable to avoid devoting too much time to inquiries concerning dailies not likely to be entitled to be rated above K; to weeklies, tri-weeklies or semi-weeklies not likely to be entitled to be rated above J; or to bi-weeklies, semi-monthlies or quarterlies not likely to be entitled to be rated above G (see key, below).

Exceeding seventy-five thousand,	A
Exceeding forty thousand,	B
Exceeding twenty thousand,	C
Exceeding seventeen thousand five hundred,	D
Exceeding twelve thousand five hundred,	E
Exceeding seven thousand five hundred,	F
Exceeding four thousand,	G
Exceeding twenty-two thousand and fifty,	H
Exceeding eight hundred,	I
Exceeding four hundred,	K
Exceeding one hundred,	L

Inasmuch as it is plainly set forth that circulation reports should cover the period of a full year, when a statement of actual issues comes to hand covering a shorter time than a year, it is accepted as an indication that a statement covering a full year would show a lower average issue.

REDUCING CIRCULATION RATINGS.

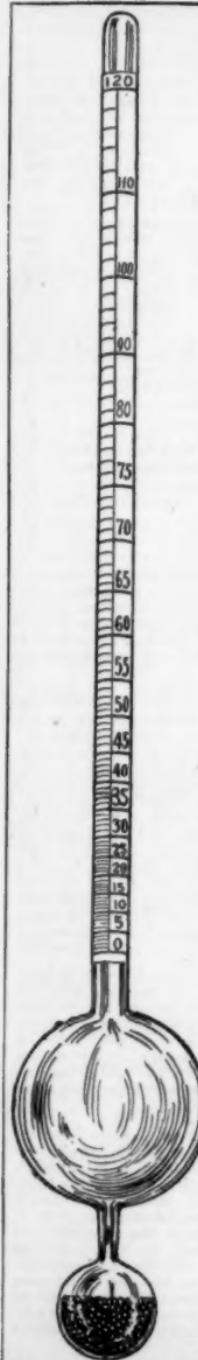
In all cases where no information is received from publisher concerning his circulation, it is the rule to reduce his rating one step, unless information from outside sources forces the impression that the circulation rating at present accorded is not too high.

A rating stated by a letter either alone or followed by one asterisk (*) is considered to have been reduced ONE STEP if two daggers (††) are attached. A rating by letter followed by two daggers (††) will be reduced one step by changing it to the next lower rating letter followed by two daggers or none. A rating in Arabic figures is treated as if it were a letter rating followed by one asterisk.

In cases where a daily and a weekly both have the same rating, and both are to be cut down according to rule, no new information being received, the weekly is generally cut two steps instead of one; because the tendency of the times is to greatly reduce the circulation of weeklies, people nowadays preferring dailies at the low prices at which they are sold.

OTHER USAGES.

In a town where one paper gives information about its circulation that is definite and satisfactory, and another gives information the accuracy of which no one would be justified in guaranteeing in the form in which it is given, a great deal of consideration is paid to statements about the circulation of rival publications made by the publisher who has furnished definite and satisfactory information about his own; and very little to statements about the circulation of his rivals that are made by the publisher who fails to make a satisfactory statement about his own.



THE MILK OF IT

The lactometer is an instrument made of glass and shaped somewhat like the tube of a thermometer. It is used for testing the quality of milk. It can be floated in a can or pail, and if pure the lactometer will record from 100° to 120° , according to the quality or richness of the milk. If the instrument floats above the 100° mark the milk will have a yellow, creamy appearance and will stick to the lactometer when it is taken out. Good average milk will indicate above 100° on the lactometer. If the lactometer floats below the 100° mark the milk will not stick to the lactometer when it is withdrawn.

The lactometer then is an instrument for measuring the quality of milk. For measuring the quantity the old-fashioned quart measure answers every purpose. The milkman with his quart measure knows exactly how much milk he sells and unless the lactometer is applied the quality is, in his mind, always considerably above 120° , although his envious rivals may assert (behind his back) that it only needs a trial to show that the lactometer would float in that milk very much below the 100° mark. Such questions as these possess interest for buyers and sellers of milk.

For the buyer of advertising space there is no instrument like the lactometer for discovering the quality of a newspaper's circulation, but the American Newspaper Directory is a pretty close approach to the quart measure for arriving at the quantity. The Newspaper Directory has been published for twenty-eight years. Its first volume contained the first effort ever made to quote newspaper circulations. Its last volume was the most successful effort ever made. Its next volume will be an improvement over any previous issue. Subscription price \$5 a year. Address

GEO. P. ROWELL & CO.,
Publishers American Newspaper Directory,
10 SPRUCE ST., NEW YORK.

Publishers who refrain from furnishing any information about circulation are rated by capital letters, the meaning of which is made known by the key. These ratings represent the opinion of the Editor of the Directory at the time of going to press, based upon information obtained from outside or indirect sources, and uninfluenced by any recent authentic information from office of publication.

A copy of these rules has been placed in the hands of every member of the A. N. P. A., with a view of enabling him to intelligently criticise them. A complimentary copy of the last issue of the Directory has also been placed at the disposal of each of the 160 members of the A. N. P. A. (without cost for book or delivery), so that every one may have the facilities at hand for pointing out faults that may be corrected or suggesting useful features that may be added in forthcoming editions.

A MEMBER OF THE A. N. P. A.
CRITICISES THE DIRECT-
ORY RULES.

ONE OF THEM IS FAULTY, BUT HE COULD
SUGGEST NO WAY TO IMPROVE IT.

The editor of the American Newspaper Directory on Monday, February 8th, had an interview with a member of the A. N. P. A. on the subject of the Directory circulation ratings and the sort of statements required by the Directory upon which such ratings might be based. The conversation is set forth below:

Member—I note one objectionable point. When a publisher fails to give any new information about his circulation you drop his rating one step. I speak of it as a cause of friction. You are undoubtedly justified in doing it, but it is a point of friction. I speak of it looking at it from the newspaper standpoint. It looks like a sort of forcing the publisher to make a statement, and that arouses a spirit of opposition—a desire to resist. The publisher will say we would do that willingly enough, only we will not be compelled to do it. One other point. The Directory gives the average issue of a paper. Now, what possible protection is there against the publisher printing extra papers merely to establish a higher rating? For instance, take two New York papers that bring back returns by the cart-load—by the ship-load—and yet they fill out circulation statements and do it truthfully. In some places (I am told) copies are put

out and people told to help themselves. They are not for sale even.

Editor—Your question is whether the circulation of a paper is really what it prints or what it sells. Now what do you think yourself?

Member—I think the circulation is the number of copies sold, but yet there are times when a circulation of sample copies for the purpose of covering a field would be legitimate.

Editor—How would the New York papers you refer to be able to tell just what their legitimate circulation was?

Member—By subtracting its returns.

Editor—But from what you have said are we not justified in supposing that papers send out a good many papers that they never expect to be paid for or returned either?

Member—I presume that was done during the political campaign, but it would hardly be good business.

Editor—How would you recommend the publishers of the Directory to sift out the editions that are legitimate from those which were not?

Member—It would be almost impossible. Still the publisher knows what he is doing. He has the means of knowing, and no earthly person outside does.

Editor—The publisher may know what he is doing, but he don't always know what will become of all the papers he sends out.

Member—He should know approximately. I once asked Mr. James Scott, of the *Chicago Herald*, and he said he could never get down to a smaller margin than 500.

Editor—Then the most careful man with the best attention could not tell the net edition exactly?

Member—Well, not exactly. There will be a discrepancy. Mr. Singerly, of the *Philadelphia Record*, has told me that in his case he got it down to within one hundred.

Editor—Do you think the New York *Journal* or *World* people can tell within five hundred copies how many papers have been paid for from among all that were sent out?

Member—I should think so. They have circulation sheets, and they are made out in great detail.

Editor—How soon after the paper is out would the publisher know just how many copies were coming back?

Member—I don't think he could tell within a week. He takes the returns of each day and counts them for that

day, not necessarily for the day they were sent out.

Editor—The papers that have a very large number of returns are pretty well known, are they not?

Member—Yes, and yet some papers that claim they have no returns do have a lot of them. Some publishers avoid returns by making deductions from the news agents' bills and not receiving any papers back. In this way they can claim that they don't have any returns at all. Knowing that a circulation rating in the Directory is of value and importance, some publishers will purposely, for a considerable time, send out a large number of papers so that they can truthfully make out a statement showing a very large circulation.

Editor—But we require a return for the whole year.

Member—Well, extra editions for a month would raise the yearly average, would it not?

Editor—Our Mr. Rowell stated the Directory's position on this matter in his recent address to the Ohio Editorial Association:

The circulation of a newspaper, or what is understood as the circulation, is the edition—the number of copies printed—the number of complete, perfect copies.

Some publishers deduct exchanges, others take out of the consideration those copies sent to advertisers, copies reserved for office use and copies returned unsold. This is very well if one chooses to figure it that way, but a returned copy may have been read. It may yet be used for wrapping paper or carpet-lining, and be read after months or years. Then, too, some copies actually sold may fail of a perusal. The one thing you can be certain of is the number printed. All were printed for a purpose. All is circulation. Just what sort of circulation yours is, the advertiser will learn from his own observation. If you tell him truly how many copies you print, he will form a pretty correct idea of the value of your edition to him. Now, I suspect that you agree with every word of that. Is it not a fact that you don't know any more about the returned copies of the New York papers you have spoken of than advertisers generally know about them? You certainly know that because these papers send out copies so freely, they on that account do sell more copies than they would if they did not send them so freely. Everybody discounts the circulation of these papers, but notwithstanding all that everybody is forced to admit that they do reach a great many more readers than the *Tribune* or the *Post*.

Member—Yes, I know that. The point I started out to reach was this:

You are making a painstaking effort to get at facts and to be on the safe side at every point, but what is there that prevents a publisher running off special editions for the mere purpose of having them footed up and get credit for a larger issue than is legitimate?

Editor—There can be no rule to prevent that. We cannot control the publisher's action. If he wants to print copies by the ton and deposit them in the sewer, he can do it; but he don't print those papers without having a purpose, and whatever that purpose is his neighbors will have an idea what he is doing, and if his circulation is not genuine they will know it, and worse than that he knows it himself, and despises himself accordingly. A publisher's neighbors are much more likely to accuse him of doing such things than he is to do them. Publishers do not print great editions for the mere purpose of throwing them away. That sort of a publisher would find lying cheaper than white paper, even at two cents a pound. It may interest you to know that neither of the two papers you have named seems to be able to furnish the Newspaper Directory with a circulation statement that will pass muster. The Directory cannot deal with anything but the number of copies printed. If the A. N. P. A. thinks we ought to deal with something else, and will show how it can be done, we shall be glad of its aid. We have been calling on publishers for twenty-nine years for circulation statements, and at the present time we are able to learn from one in four how many copies he prints. At first we could only learn from one in twenty. When we can be told how many they print by fifteen out of twenty, it will be time enough to begin to try to learn what they do with the printed copies.

Member—You take their own statements?

Editor—We do, but we ask that they be dated and signed. There is not a day that we don't say it half a dozen times over that all we want is a publisher's statement of the number of copies printed. But we want him to know what he is talking about. For instance, he cannot tell how many copies he printed last year unless he has set it down and added it up.

Member—There was a time when a rival of mine announced his circula-

tion for one month each day. During that month there was a tremendous amount of padding. The paper was sent everywhere, but its padded report undoubtedly influenced a great many advertisers, and influenced them unfairly.

Editor—Yet you have no doubt but that that paper had more circulation that month than it had had at other times?

Member—But that did not represent its circulation on which to make yearly contracts. It conveyed a wrong inference.

Editor—That goes to show that the publishers of the Directory should be careful about receiving inferences. Now, do you know the kind of a statement we do ask people to give?

Member—Yes; you ask for a statement covering a full year.

Editor—Not only that, but we insist that every statement shall cover the same year.

The object of the proposed conference of the editor of the Newspaper Directory with the American News paper Publishers' Association is to learn from the assembled newspaper men which of the rules that govern the compilation of the Directory and the statements of circulation ratings can be changed to advantage, and in what way. The member with whom the

interview reported above was had, had familiarized himself with the rules, and the object of the interview was to make known his views upon them. He found but one objectionable point, and for that suggested no feasible remedy.

ADVERTISEMENTS AND NEWS.

It has been a fundamental rule of the British press to draw a sharp line between advertising and journalism—to make it perfectly plain to the reader what is advertisement and what is news or editorial matter. This rule has not prevented an editor from publishing descriptive articles or news paragraphs which, although in effect most valuable advertisements of the matter treated, have been written in frank and honest commendation of some invention or enterprise or commodity of legitimate interest to the public. It frequently happens that occasion arises for action of this kind, just as occasion arises for unsparing criticism of other schemes or commodities which are submitted for the public verdict, and it is a matter of entire indifference to the journalist whether the object of the commendation or the criticism be advertised on the next page or not. The typical British journalist is strong enough to disregard every consideration but that of the honest service of his readers.—*Nineteenth Century for January*.

F. J. PEDDE, GENERAL MANAGER.

H. ROSCOE WHEELER, PATENT ATTORNEY.

American Patent and Investment Company.

MAIN OFFICE:
68 Griswold Street, Detroit, Mich.

Printers' Ink.

For several months we have been trying to get a copy of the Sunday edition of the New York World containing its liner or want columns. and though we have bought these papers in different parts of the city have never yet found one containing such ads. It is apparent that the New York World is sold in this city at any rate, without its want or liner columns and we would ask you if it is fair for their advertisers to pay a high price based on their circulation, which they do not get the benefit of at Western points. We have given them a small ad on different occasions; but have never found whether they have inserted it or not until writing them direct for a copy of the paper. We do not know whether this fault lies in the World people or where it comes in; but in justice to their many advertisers we think the fact should be known.

Yours truly,
American Patent & Inv. Co.

F. J. Pedde

SOMETHING NEW.

MR. PERRINE'S RED RAG.

This is the circular issued by Mr. Frederick L. Perrine, manager advertising department for Messrs. Hall & Ruckel, 215 Washington Street, New York, the proprietors of "Sozodont," which excited the ire of the advertising

ADVERTISING DEPARTMENT

Calendar in Effect Nov. 10, 1896

Interviews, on either current or new business, TUESDAYS and THURSDAYS. Hours: 10-1; 2-5. Callers will please not ask to have this rule suspended *under any circumstances whatever* unless a definite appointment has been made by telephone (2267 Cortlandt) or letter, in which case an "appointment card" should be asked for and sent in, with name and hour written legibly. This rule does not apply to requests for personal interviews without reference to advertising propositions, nor to "copy," or other urgent messages.

FREDERICK L. PERRINE,
Advertising Manager.

"NOTE.—New Business: November—No contract entered. December—Mailed Publications, also other Magazines and Weeklies with circulation of 50,000, or over. JANUARY—No business entered. February 15, when determinations will be made. The House will not consider Trade Publications before June, 1897. All other Programs, also Catalogues, Statements, Annals and Special or Trade Publications of every description will be discussed from date and during 1897.

Febrary and March—Magazines and Weeklies at 100,000, or more, paid circulation. Newspapers mostly of the so-called "Sunday, class" in following cities: (February) Boston and Buffalo; (March) Pittsburgh and Baltimore.

April and May—Magazines and Weeklies called for by "large firms." H. & R. (no interviews except by such application). Newspapers, same date, plus: (April) Boston, Boston (April), Cleveland and Cincinnati; (May) Chicago, St. Louis and New Orleans.

No other publications, except removals of existing contracts, will be considered before June 1, 1897, when a new schedule is to be commenced.

ing canvasser whose experiences were related and pictured with so much earnestness in PRINTERS' INK for February 10. The reproduction is very small, but the original is at least eight times as large as a PRINTERS' INK page—and a good deal prettier.

JUST THE SAME.

"Why is it," shrieked the reform orator, "that the moral elements of the community cannot stand shoulder to shoulder as the forces of sin do?" "Cos there won't none of 'em admit anybody else is right," explained the man in the red necktie, who had been regarded with suspicion ever since he entered the hall.—*Chicago Journal*.

And that also is the reason why no gathering of newspaper men can agree upon a method of ascertaining and stating newspaper circulations.

THE only proper test of all advertising is: Does it sell goods?

A LOST PLEIAH—REDISCOVERED.

In *St. Nicholas* for February appears a spirited article, "An Alarm of Fire by Telegraph," which is a complete description of transmitting and receiving a fire alarm in a great city. It will be followed in *St. Nicholas* by other articles on "Risks of a Fireman's Life," "Floating Fire Engines" and "'Peter Spots,' the Story of a Fireman's Dog," all written and illustrated by Mr. Charles T. Hill, of New York, who will be remembered by many readers of PRINTERS' INK as



the designer of two advertisements, prepared by him six or seven years ago, and which were more copied than any other ads which have since graced the Little Schoolmaster's pages. "Don't Kick" was one of them; the other had the catch word "Barrels of Money." Mr. Hill is at present connected in some way with Ward's *Sapopilla Monthly* and may be, so far as we know, responsible for most of the many good things for which Mr. Artemas Ward gets credit.

NOT A CONFIDENCE GAME.

The Saginaw, Mich., *Evening News*, in its issue of Wednesday, February 3, says that advertisers are growing more exacting with publishers and have a right to insist on being shown what they are getting for their money. The *News* goes on further to assert:

Advertising is not the confidence game that some alleged newspaper men may think it. Advertisers are growing more and more curious as to exactly what they are buying in the way of circulation, when they place their business in a newspaper.

In view of these facts and figures, would not advertisers be justified in declining to renew contracts at present rates in papers which fail to file comprehensive and satisfactory reports with them?

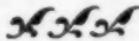
THE man who does the most kicking about hard times is usually the one who does the least advertising.

EVERY ADVERTISER SHOULD KNOW

There is nothing doubtful
about taking space in

THE SUN

Its clients are the successful
merchants of the decade.



For rates and all particulars

Address

THE SUN

NEW YORK

FOREIGN LANGUAGE ADVERTISING
OF DEPARTMENT STORES.

The largest percentage of foreign language advertising is contracted for by department stores in the German dailies and weeklies of the United States. The Italian, French, Bohemian, Polish, Hungarian, Scandinavian and Spanish papers all carry their quota of department store advertising. They are all excellent mediums and bring a larger percentage of actual purchasers than the English papers; naturally their circulation is more limited. But if this fertile soil would be tilled a little more carefully, the harvest would be considerably greater. It would take more space than I am allotted for my department to go into a detailed criticism of these ads; suffice it to say that the average are a wretched mutilation of grammar and meaning; not once have I seen a department store ad in a French or German paper that could be plainly understood by a Frenchman or German who never visited the United States, or which would not provoke his mirth. If such words as "fancy," "mufflers," "tidies," "mittens," "candy," etc., appear in a German ad, I presume that even one who does not understand that language is aware that this is not German, but a horrible wishwash.

In almost all instances the department stores hand the copy for their ads to these polyglot papers in English and then the work of translating is intrusted to some young clerk who knows nothing about the goods and methods of the department store, just as little about writing an ad, and still less about the proper expression in the desired language for each technical definition. All these would be necessary requisites to enable him to write the ad properly. I would suggest to all department stores who can or will not employ a competent translator, who should also be a thoroughly versed advertisement writer, to insert their ads in these papers in good English in preference to bad German or French.—*Department Store Journal, New York.*

HE OWNS THE WORD "PANTORIUM."

MILWAUKEE, Wis., Jan. 30.—Milwaukee has given a new word to the world. It is "pantorium." The word was coined by Louis C. Todell, according to his statement in the circuit court to-day. Mr. Todell evolved this addition to the English language when he opened an establishment for the pressing and cleaning of trousers and other garments. Mr. Todell is jealous of his word and when an envious rival used it he promptly brought suit. Judge Johnson upheld him and ordered the Grand Avenue Pantorium Company to erase that term from its sign.—*Chicago Chronicle.*

PHARMACEUTICAL ADVERTISING.

It is easy enough to theorize about advertising and lay down sound principles. It is not easy to write advertisements which embody these principles—here as elsewhere precept is easier than performance. Take, for example, the specimen ads which illustrate those essays, articles, papers and disquisitions on the art of advertising that a number of the pharmaceutical journals are publishing in wearisome and fatiguing profusion. Some of them are enough to make the dead turn in their graves—flat, cheap, insipid, vulgar, straining after effect, devoid of weight or dignity. Cannot an advertisement be made readable and attractive without sacrificing everything that breeds respect for its author? Is novelty or originality incompatible with a refined diction? Is the educated pharmacist bound to ape the methods of the street peddler and the "slaughter sale" to gain patronage? We do not believe it. We believe in advertising—systematic, aggressive, persistent advertising. But we believe in carefully studied advertisements which reflect credit on the advertiser. They form the external dress of business, impressing the stranger precisely as do gentle manners, refined speech, or tasteful clothes. Standards are higher than they used to be; the time has passed for advertising like a guy.—*Bulletin of Pharmacy.*

ONE OPINION OF POSTERS.

Associated with the shocking and silly literature of modern hysteria, is the no less outlandish and meaningless "poster" craze. Indeed, the modern poster seems to be a very good visible reflection of the literature which it is intended to advertise. There you may see, in very black black and very white white, the exaggerated, artificial, scrolled and furbelowed monstrosity that stands for the unnatural story or what-not in the book. Truly, such art makes one envy the simple and straightforward vocabulary of the old lady who, when asked by the house decorator if she would have the double convolute on her parlor panels, replied: "No, thank you, just a plain wiggle running down each side." How refreshing would be a return to the "plain wiggle" in contemporary art and literature!—*New York Observer.*

CHEAP.

The word cheap is from the Anglo-Saxon ceapian, to buy. An article, if well bought, was said to be good-cheap; if too much had been paid for it, it was to be bad-cheap. It is now only used for "good-cheap," and the prefix "good" is dropped as being superfluous.—*Keystone.*



A GOOD IDEA—NOTE THE CENTRAL DESIGN.

HISTORY OF THE OREGONIAN



OREGONIAN BUILDING IN 1853.



OREGONIAN BUILDING IN 1896.

The History of

The
Growth of

THE OREGONIAN

Is the history of the growth of the
field it covers.

ITS FIELD

	Population
PORLAND (OFFICIAL) . . .	81,342
PORLAND'S SUBURBS . . .	17,800
STATE, OUTSIDE OF PORTLAND (APPROX.) . . .	275,000
WASHINGTON	375,000
IDAHO	100,000
WESTERN MONTANA . .	90,000
BRITISH COLUMBIA . .	100,000
TOTAL	1,039,142

E. G. JONES,
IN CHARGE OF ADVERTISING.



The S.C. Beckwith Special Agency,

Sole Eastern Agents,
Tribune Building,
New York. The Rookery,
Chicago.

OUR MAILS IN EARLY DAYS.

In Washington's first term an effort was made to speed the mails—to move them at the rate of one hundred miles in twenty-four hours, or about four and one-half miles an hour. This would have been a notable advance, for the carriers were then taking nearly thirty hours between Philadelphia and New York. The roads were bad and there were many slow ferries. In 1776 there were only twenty-eight post-offices in the colonies; in 1795 there were 453, and in 1895 there were 70,064. The rates of postage when the department was organized under the constitution were high: For thirty miles, six cents for one letter sheet; for sixty miles, eight cents; for one hundred miles, ten cents, and so increasing with the increased distance to the maximum twenty-five cents for distances over 450 miles.

Stamps were not in use in those days, nor

was the sender of a letter required to pay the postage in advance. The postage, six cents or twenty-five cents, as the case might be, was written by the postmaster on the letter, and if the sender paid the postage the word paid was added; if he did not, the postage was collected of the person to whom the letter was addressed.

These rates soon yielded a surplus over the cost of the service spite of the franking privilege which the law gave to congressmen and the heads of departments.—*Ex-President Harrison, in Ladies' Home Journal.*

JUDGMENT NEEDED.

No man ever made a great success in advertising who did not depend on his own judgment and on individualized methods. The mere copyist misses the personal note that made the advertising that is imitated so forceful and successful.

AN EXPERIENCED GENERAL ADVERTISER CONVERSES WITH HIS SON, WHO WILL SUCCEED HIM.



Father—Do not touch a paper having less than a thousand circulation, for no matter how low the price, the cost of making the contract, watching its fulfillment and settling the accounts will always be more than the advertising can be worth, even if the price paid is next to nothing.

Son—I notice our village paper takes about the same view of advertisements from out of town. He does not seem to want them.

Father—And he is quite right, too. Foreign advertising to him is unprofitable at the price the foreign advertiser can afford to pay. Foreign advertisements also hurt his home business, and he shows brains when he cultivates the patronage of those who have to use his paper if they advertise at all.

"Quite Unprecedented."

From "Newspaperdom."

"I like the TIMES; it's a business man's paper," said the other day a New Yorker whose prominence in commercial circles qualifies him to recognize and appreciate a business man's paper. "It is newsy enough and big enough, and moreover it is thoroughly reliable."

That such opinions are held by a rapidly increasing and very desirable constituency is amply proved by the way the TIMES' circulation is growing. The new management is showing in almost every issue that it is taking a broad and comprehensive view of a field that invites a paper so thoroughly high grade in every respect, from its mechanical production to the attitude of its editorial policy upon the gravest questions of the day. And while circulation is showing gains of no mean volume, there is abundant evidence that the TIMES is commanding recognition as a valuable advertising medium, quite unprecedented in its history.

The New York Times

"All the News That's Fit to Print."

AS YOU LIKE IT.

There are many advertisers whose business is confined to certain sections of the country, and to advertise outside of such sections would be a useless expense. The co-operative system of advertising, as conducted by its originators, THE CHICAGO NEWSPAPER UNION, fully meets the requirements in all such cases. Each list shown in our catalogue is separate and distinct, and an advertiser can select the particular list that reaches the territory in which he wishes his advertisement to be read. Our combination is made up of nine separate divisions, each complete in itself, as follows:

The Chicago Newspaper Union List, of 447 papers, circulating in the States of Illinois, Iowa, Michigan, Wisconsin, Indiana and Missouri.

The Fort Wayne Newspaper Union List, of 186 papers, circulating in the States of Indiana, Ohio and Michigan.

The Indiana Newspaper Union List, of 118 papers, circulating principally in the State of Indiana.

The Sioux City Newspaper Union List, of 226 papers, circulating in the States of Iowa, South Dakota and Nebraska.

The Sioux City Independent Union List, of 174 papers, circulating in the States of Iowa, South Dakota and Nebraska.

The Nebraska Newspaper Union List, of 80 papers, circulating in the State of Nebraska.

The Milwaukee Newspaper Union List, of 122 papers, circulating principally in the State of Wisconsin.

The Wisconsin Publishers' Union List, of 56 papers, circulating principally in the State of Wisconsin.

The Standard Newspaper Union List, of 105 papers, circulating exclusively in the State of Illinois.

The papers contained in the above Lists are the PEOPLE'S HOME NEWSPAPERS, the best of their class, and circulate largely in the sections in which they are located.

For catalogue and information, address

CHICAGO NEWSPAPER UNION,

93 South Jefferson Street, or,

10 Spruce Street,
NEW YORK.

PRINTERS' INK.

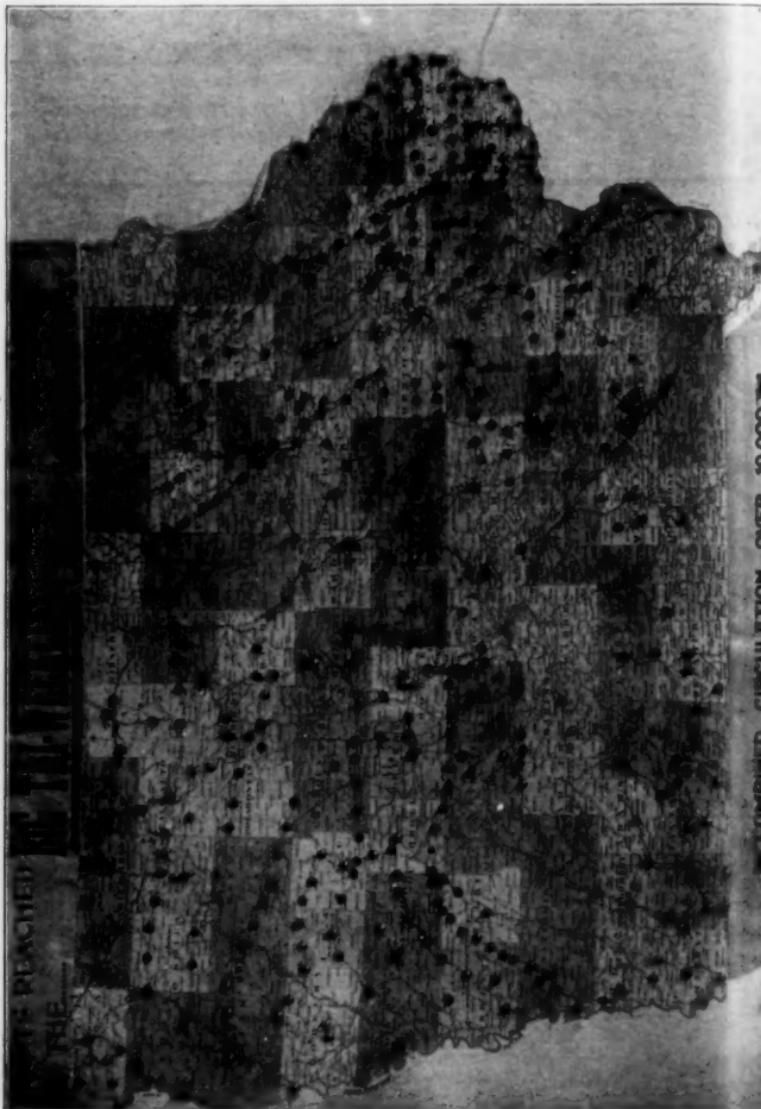
A FURTHER DEVELOPMENT OF THE MAP IDEA.

THE BIG TRI-WEEKLIES,
 "IOWA STATE ADVERTISER,"
 "CLINTON COUNTY ADVERTISER."
 CLINTON, Iowa, Feb. 2, 1897.

Publishers of PRINTERS' INK:

Your favor of the 30th ult. received. The dots on the map show the points where we have a

into the wall against which the map is pasted. The original map is about four by three feet. We inclose herewith one of our circulation statements issued last summer, and with the cut we send you a recent copy of the paper in which a more recently corrected statement is run. Notice the ads we run in this issue. We ran a column extra on each page of that issue in order to give room to advertise our own paper, and placed a sample copy in the hands of possible



List of subscribers. In some cases it may mean only one, while in others, as at Clinton, it means over two thousand. If we can get an advertiser into our office, show him the map and the list of subscribers at each point dotted, we never fail to close a deal if he has any intention of entering the State. The dots are tacks which are pressed

advertisers in all parts of the country. You will notice the prominence we give your guaranteed rating. We shall, of course, be very much pleased to see the map represented on the pages of PRINTERS' INK. Kindly return the cut when you are through using it. Respectfully,

FAT BROS.



A Big Advertiser

Writes that he is after quantity of circulation and quality especially. He is satisfied with the **QUALITY** and **QUANTITY** of the San Francisco CALL'S circulation.

The San Francisco CALL

Goes into 50,000 homes daily on the Pacific Coast. Its circulation is never on the ebb.

CHARLES M. SHORTRIDGE,
EDITOR AND PROPRIETOR.

For advertising rates and any further information, address

D. M. FOLTZ, EASTERN MANAGER,
34 PARK ROW, NEW YORK.

Circulation of the Philadelphia "Press"

The number of copies of the daily "Press" sold and paid for, exclusive of returns, damaged copies or exchanges, was

15% greater each day

during 1896 than in 1895. The AVERAGE CIRCULATION for the best month of 1896 was **70,756**. The circulation of the "Sunday Press" was

16 3/10% greater each Sunday

in 1896 than in 1895. The greatest number of copies printed on any one Sunday in 1896 was **165,100**, and the average circulation of the best month was **157,490**.

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ON THE NEWS-STANDS.

PRINTERS' INK recently sent an ambassador to overlook a few near-by news-stands and take note of the periodicals exposed for sale thereon. This is what he saw :

LIST OF PERIODICAL PUBLICATIONS EXHIBITED ON SIX REPRESENTATIVE NEWS-STANDS, DURING WEEK ENDING JANUARY 30, 1897.

Of course these vary according to days of publication, and the display of to-day might not ever appear again exactly. I have been careful to select and embrace all publications whose titles I was able to discern.

PARK PLACE (UNDER THE L STATION STAIRS), JAN. 25.

Herald,	Munsey's,
Journal,	McClure's,
World,	Romance,
Sun,	Nickel.
Mercury,	Metropolitan Magazine,
Advertiser,	New York Ledger,
Times,	Record and Guide,
Tribune,	Electrical World,
Journal of Commerce,	What To Eat,
Press	Rider and Driver
Staats-Zeitung,	Review of Reviews,
Profitable Advertising,	American Wheel,
Fourth Estate,	Sketch,
Puck,	Outing,
Judge,	Popular Science M'tly,
Truth,	Amateur Athlete,
Life,	Scientific American,
Town Topics,	Up-To Date,
Standard,	Harlem Life,
Black Cat,	The Nation,
Every Month,	The Critic,
Ladies' Home Journal,	Police Gazette,
St. Nicholas,	Iron Age,
Iron Age,	Farm and Poultry,
Century,	Bachelor of Arts.
London Ill. News,	

At this stand are carried, too, quite a number of the dailies of other large cities. Also a confused mass of occasional publications.

BROADWAY, EAST SIDE, BETWEEN ANN AND FULTON STREETS, JAN. 27.

Herald,	Century,
Daily Financial News,	Puck,
Journal,	Judge,
Journal of Commerce,	Truth,
Journal of Finance,	Harper's Magazine,
Advertiser,	Harper's Weekly,
Press,	Frank Leslie's Weekly,
Staats-Zeitung,	Life,
Courier des Etats Unis,	Town Topics,
Sun,	Vogue,
Times,	Brooklyn Life,
Tribune,	Black Cat,
Wall Street Daily News,	American Jewess,
Wall Street Journal,	Nickel Magazine,
World,	Ladies' Home Journal,
Iron Age,	McClure's,
Cosmopolitan,	Munsey's,
Dramatic Mirror,	Real Estate Record,
Electrical World,	Scientific American,
Electrical Engineer,	Toiletries,
Forest and Stream,	Youth's Companion,
The Housewife,	Navy and Army Journal,
Horseman,	Navy and Army Reg'r's.

ASTOR HOUSE, JAN. 29.

Times,	Ladies' World.
Tribune,	Scientific American,
Herald,	New York Ledger,
World,	Ladies' Home C'panion,
Sun,	Living Age,
Advertiser,	Outing,
Press,	Popular Science M'tly,
Journal,	Romance,
Staats-Zeitung,	Scribner's Magazine,
Puck,	Brooklyn Life,
Judge,	Vogue,
Town Topics,	Review of Reviews,
Century,	Scientific American,
Harper's,	Rural New Yorker,
Munsey's,	Lippincott's Magazine,
Cosmopolitan,	Machinery,
McClure's,	New England Magazine,
Harper's Weekly,	New York Ledger,
Youth's Companion,	Fire-side Companion,

St. Nicholas,
Woman's World,
Real Estate Record,
Romance,
Standard,

N. Y. Illustrated News,
Illustrated American,
What to Eat,
Turf, Field and Farm,
Horseman.

There were, too, a large number of indistinguishable class journals and special publications besides novels.

HANOVER SQUARE (NEAR L STATION STAIRS), JAN. 29.

Sun,	Munsey's,
Journal,	McClure's,
World,	Scribner's,
Press,	Cosmopolitan,
Times,	Harper's,
Herald,	Century,
Tribune,	Argosy,
Courier des Etats Unis,	Ladies' Home Journal,
Staats-Zeitung,	Ladies' Home Comp'n'n,
Journal of Commerce,	Ladies' World,
Wall Street Journal,	Toiletries,
Harper's Weekly,	Good Housekeeping,
St. Nicholas,	Youth's Companion,
London Illustrated News,	London Illustrated News,
Standard,	Carpenter and Builder,
Dramatic News,	Popular Science M'tly,
Dramatic Mirror,	Godey's Magazine,
Puck,	Rider and Driver,
Judge,	Machinery,
Life,	Record and Guide,
Truth,	Real Estate Record,
Town Topics,	Railway Journal,
Vogue,	Scientific American,
Vanity,	Electrical World,
Pocket Magazine,	Romance,
Chap Book,	Short Stories,
Penny Magazine,	Review of Reviews,
Locomotive Engin'ring,	New England Magazine,
Living Age,	Black Cat.

The display was said not to be as large as usual, because of the storm of the preceding day. It was claimed to usually run fully 50 per cent higher.

COR. OF BROADWAY AND FULTON STREET, JAN. 29.

World,	Town Topics,
Times,	Standard,
Tribune,	Illustrated American,
Sun,	Review of Reviews,
Press,	Current Literature,
Advertiser,	Black Cat,
Herald,	Vanity Fair,
Journal,	L'Art de la Mode,
Journal of Commerce,	Ladies' Home Journal,
Courier des Etats Unis,	American Wheel,
Staats-Zeitung,	Auritan,
Morgan Journal,	Advertiser,
Harper's,	Popular Monthly,
Century,	Strand,
Munsey's,	Fall Mall,
McClure's,	Mirror,
St. Nicholas,	Engineering Record,
Youth's Companion,	Sea Board,
North American Review,	Arena,
Atlantic Monthly,	Delineator,
Forum,	Art Amateur,
Chap Book,	Art Interchange,
Clock Book,	The Nation,
London Illustrated News,	American Homes,
Puck,	Spirit of the Times,
Judge,	Musical Courier,
Truth,	Donahoe's Magazine,
Life,	

Here, too, more was intimated than were in sight plainly. Among these were such as almanacs and guide-books.

ARCADE, RECTOR STREET, JAN. 30, 1897.

Press,	Current Literature,
Journal,	Review of Reviews,
World,	Cosmopolitan,
Herald,	McClure's,
Sun,	Munsey's,
Times,	Advertiser,
Tribune,	Godey's,
Courier des Etats Unis,	Electrical Engineer,
Electric Magazine,	Electrical Review,
Courier des Etats,	Electricity,
Strand Magazine,	Fire-side Companion,
Fall Mall Gazette,	New York Weekly,
Wall Street D. News,	Forum,
Wall Street Journal,	Frank L.'s Pop. M'tly,
Stockholder,	Golden Days,
Truth,	Good Housekeeping,
Town Topics,	Ladies' Home Journal,
Judge,	

Life,
Puck,
Vanity,
Vogue,
Harper's Weekly,
Frank Leslie's Weekly,
Harper's Bazaar,
Harper's Magazine,
Harper's Y. P.
Turf, Field and Farm,
St. Nicholas,
Forest and Stream,
Nickoll Magazine,
Black Cat,
Standard,
London Illustr'ted News,
Dramatic Mirror,
Dramatic News,
Clips,
Chap Book,
Clock Book,
Brooklyn Life,
Hheim Life,
Rider and Driver,
Peter's, etc.,
The Owl,
Independent,
Metaphysical Magazine,
The Navy Journal,
Army and Navy Regist'r,
American Wheelman,
Danaoe's,
New England Monthly,
Argoey,
Arenas,
North American Review,
Atlantic Monthly,

Ladies' Home Comp'n'n,
Iron Age,
American Wheelman,
Ladies' World,
Lippincott's Magazine,
New York Ledger,
Popular Science M'thly,
Every Month,
Sporting Life,
Rider and Driver,
Outing,
Scribner's,
Scientific American,
Real Estate Record,
Real Estate Guide,
Woman's World,
Penny Fiction,
Toilettes,
Dramatic News,
Dramatic Mirror,
Musical Courier,
Railway Gazette,
Railway Journal,
Engin. & Min. Journal,
Commercial Chronicle,
Dun's Review,
Bradstreet's,
Public Opinion,
Sporting Life,
The Wheel,
Engineering News,
Sportsman's Magazine,
Bachelor of Arts,
Cassier's Magazine.

They carry Philadelphia dailies, too.

A KNOWLEDGE of what publications are exposed on news-stands is of value to advertisers. Most prominent display is likely to be accorded those for which the demand is most active. Those of which the dealer disposes but few copies may be hidden away and sold on the principle of "If you don't see what you want ask for it." A casual glance at news-stands familiarizes the onlooker with the names of such publications as have a news-stand sale. Such, as a rule, have good circulation. The fact that a publication does not appear on news-stands is, however, no indication of a small circulation. The *Youth's Companion*, for instance, is rarely seen on news-stands. The Little Schoolmaster is interested in this news-stand question just at present and a year's subscription to PRINTERS' INK will be presented to any person who will make a list of the publications exposed for sale on the six nearest news-stands in his vicinity, no matter where they are in North America. Such lists furnish interesting material for comparisons. In this issue of PRINTERS' INK may be seen several such lists secured in New York and which give a fair idea of what is wanted.

THE object of an advertisement is to be read. Every other consideration should give way to this. The type, the style used, all should be in the direction of allowing the advertisement to be read as easily as possible.

IN INDIANAPOLIS.

Of the daily newspapers in Indianapolis, the *News* has at least as much circulation and advertising as all the others combined. The *Journal* and the *Sentinel* appear to be making a living, and the *Sun*, a one-cent paper, has the sort of look that presages a possible prominence at some time in the future, perhaps nearer to the present than most people would imagine possible. One-cent dailies are dangerous competitors in these times. The *Sun* is a good paper for Milton McKee of Cincinnati to keep his eye upon. The Indianapolis *Journal* is a handsome, well printed, respectable morning paper, conducted on self-respecting lines, and exerting doubtless a considerable influence. The advertiser in Indiana who expends one-half his appropriation with the Indianapolis *News* a quarter with the other papers of Indianapolis and the remaining quarter with a judicious selection of State dailies outside the capital will be doing about the right thing.

THE MacKellar, Smiths & Jordan branch of the American Type Founders' Company have issued from the Philadelphia office a souvenir edition of a very handsome work intended to commemorate the centennial of that respected firm in the type foundry business. The type used was specially cut and cast for the work and the halftone engravings, which are exceedingly good, were executed by the Electro-Tint Engraving Company of 1306 Filbert street, Philadelphia. The binding is unique and handsome and was done by the Murphy-Parker Co. of 7th and Arch streets, Philadelphia. The work was designed by Mr. Jacob Rupertus and printed in the specimen printing department of MacKellar, Smiths & Jordan. The literary part of the work is unworthy of so sumptuous a volume.

SCOTT,

the

CASH TAILOR,

Has received his full line of WOOLENS for the FALL and WINTER, so call and leave your order for a SUIT, OVERCOAT or a pair of TROUSERS at 430 N. MAIN.

Eddy Building.

A good "steal." An ad in the Bloomington (Ill.) Eye.



"A SIGN OF BEAUTY IS A JOY FOR EVER."

SPRAGUE & NUGENT.
Bulletin Advertising, Fence and
Wall Signs.
104 Harrison Avenue.
BOSTON, Jan. 29, 1897.

Editor of PRINTERS' INK:

Inclosed you will find photo of R. R. bul-

IN ONTARIO.

SIMCOE, Ont., Jan. 31, 1897.

Editor of PRINTERS' INK:

Mr. Falls, the manager of the local branch of Northway, Anderson & Falls, arranged a reception at his store for Abigail Becker, the well-known heroine of Long Point. He had printed an advertising sheet with a page ad of his annual February sale on the one side



latin signs built by us. We are erecting a large number of these signs on the principal railroads of New England. Our method is to lease land in name of advertisers, build and paint signs for them, which enables them to continue sign from year to year, with no other cost than ground rent.

Our prices for signs $7\frac{1}{2} \times 32$ feet are from \$25 to \$30 each.

Can we interest you in anything of the kind? Very truly yours,

SPRAGUE & NUGENT.

NOT CORRECT FOR ST. LOUIS.

ST. LOUIS, Mo., Feb. 5, 1897.

Editor of PRINTERS' INK:

In a recent issue you say, speaking of the Cincinnati Post, Cleveland Press and St. Louis Chronicle, "They carry twice as much advertising as any other Cincinnati, Cleveland or St. Louis paper." Whatever may be the facts in Cincinnati and Cleveland, this statement is not correct with respect to St. Louis. The five English dailies of St. Louis carried a total volume of advertising in the week-day issues of the year 1896, omitting entirely the Sunday issues, and omitting also all legal advertising, as follows:

Chronicle.....	7,912 columns.
Republic.....	7,403 "
Globe-Democrat.....	6,758 "
Post-Dispatch.....	6,440 "
Star.....	4,440 "

These figures are given in columns of the even length of 300 agate lines, 14 lines to the inch. Of course, a statement covering the Sunday morning issues as well as the week-day issues would show a much larger volume of business for the four papers printing seven issues a week, but such a comparison would be, in a measure, unfair to the Chronicle, which has no Sunday issue. Yours very truly,

THE ST. LOUIS REPUBLIC,

Per A. K. Hammond, Adv. Mgr.

IN PHILADELPHIA.

PHILADELPHIA, Feb. 3, 1897.

Editor of PRINTERS' INK:

A butcher here advertises, "Choicest cuts of beef at cut prices," which seems to me to be giving gratuitous information.

A. N. K.

and stories of Abigail's thrilling deed, in poetry and prose, on the other. These were sent out as supplements by every paper in Norfolk County and attracted a great deal of attention. A competing firm, Terry & Culver, heard of the scheme and took a half-page ad in each county paper to announce their special sale, and worked in the following, which caused no little talk: "Abigail Becker is a brave woman and a great attraction, but not half so much so as our celebrated 4-cent factory cotton"; and this: "After paying your respects to the heroine on Saturday, see how you appreciate an all-linen table linen, 56 inches wide at 15 cents a yard." S. G. Aselstine, a local photographer, created a stir by advertising that for one day he would take pictures of babies free and give every baby one picture. The result was a crush. Fifty-four negatives were made on the day mentioned, and a large majority of the fond mothers ordered extra pictures enough to make Mr. Aselstine well pleased with the experiment. G. STAN ALLEN.

IN CHICAGO.

CHICAGO, Feb. 5, 1897.

Editor of PRINTERS' INK:

A store offers a box of matches with every package of smoking tobacco. An organization of ministers here asks the papers not to publish church announcements in the Sunday editions; but to insert them in the Saturday papers instead. A correspondent of the Post complains about "those abominable cloth signs which many of our tradespeople string around their stores to drive away trade." Siegel, Cooper & Co. advertised to donate one per cent of the amount of their sales on a certain day to the Poor Relief Fund. The Journal is increasing its Cuban Relief Fund by advertising "Cuba libre" buttons for sale. C. E. SEVERN.

HOW IT LOOKS.

To advertise a clearing-out sale of certain articles and then a day or so later to repeat the ad is to apparently acknowledge that the goods failed to sell on the strength of the first announcement. You leave the reader an opportunity to suspect that the people didn't want them; that something is wrong with them.—*Dry Goods Economist*.

INQUIRIES AND ORDERS.

MONTPELIER, Vt., Feb. 5, 1897.

Editor of PRINTERS' INK:

In PRINTERS' INK of Feb. 3 I notice an article, by Julius Fitzgerald, on "Substantial Returns," in which he says "that the value of an advertising medium cannot be determined by the number of replies the advertiser receives, but that it is only actual orders that count." To a certain extent this may be true. If the advertiser conducts what is termed a "mail order" business it might be said that it was only actual orders that counted in determining the value of an advertising medium. But even in such a case I doubt the above assertion as the basis of forming an opinion respecting the adequacy of any newspaper or periodical as an advertising medium. It seems to me that if these so-called letters of inquiry were properly answered that every letter of inquiry should have been an order, and that the inadequacy of the advertiser to furnish the information, etc., asked for in the letters of inquiry was the real reason why the advertisement didn't bring the desired result.

HARRY M. GRAVES.

JUXTAPOSITION.

Office of
"THE CHELSEA STANDARD,"
CHELSEA, Mich., Jan. 29, 1897.

Editor of PRINTERS' INK:

How does the inclosed clipping from one of my exchanges strike you? It was taken

A comely young widow at a Christian Endeavor meeting one Sunday evening at Grand Ledge said: "Some weeks ago I thought the spirit of God was working in me. Later I found it was a torpid liver."

A torpid liver means a bad complexion, bad breath, indigestion and frequent headaches. To avoid such companions take DeWitt's little early filters, the famous little pills.

C. E. DEPUTY.

from a paper which runs local items and paid notices in the same column, and I think it is pretty "pat." Yours, O. T. HOOVER.

EVEN AFTER YEARS.

Office of
SIEGEL-COOPER CO.,
Sixth Ave., 18th and 19th sts.,
The Big Store.
NEW YORK, Feb. 3, 1897.

Editor of PRINTERS' INK:

Inclosed please find a letter which may be interesting. PRINTERS' INK advertisements seem to bring replies even years after they are inserted. I do not remember having had an advertisement in your paper within the past four years. Yours truly,

CHAS. F. JONES,
Adv'g M'ger Siegel-Cooper Co.

RICHMOND, Va., Jan. 29, 1897.

Chas. F. Jones, Esq., 337 Fourth Ave., Louisville, Ky.:

In reply to your ad in PRINTERS' INK, I respectfully ask you to mail us one of your books for writing advertisements. Yours respectfully, GILLIAM, GREEN & CO., 421 W. Marshall st., Richmond, Va.

A LAMP advertisement should never leave the reader in the dark.

DISCOVERED BY ACCIDENT.

Some of the greatest fortunes of modern times have been made by discovering how to utilize the refuse in a manufactured preparation. By such a discovery a hitherto wasted product has been converted into an article of value at trifling cost. Cotton seed oil is one of the most notable illustrations. Made from the formerly-discarded refuse of a great manufacture, it has itself become to-day one of the great staples of commerce. In this case the utilization was carried still further, and cotton seed cake and meal have been added to the list of saleable reclaimed products. Horsford's Acid Phosphate is reported to be the utilization of a refuse from Horsford's Bread Preparation. Formerly this refuse was thrown away as wholly valueless, until Prof. Horsford's chemical researches discovered the method of its conversion into the widely-known and popular Acid Phosphate. The manufacturers of Soap Powder discovered one day that a certain chemical in their discarded refuse was more valuable than the completed product itself, and they forthwith produced the new article known as Extract of Soap, which, selling at a much higher price, has nevertheless almost completely displaced the old soap powder in popular use.—*Hub Gore Circular.*

ITS ADVERTISING VALUE.

A. T. Stewart was accustomed to send by mail at a distance cards containing samples of silk or other goods. Each sample was numbered, and a catalogued price for each of the numbers was also sent. A lady in Iowa wrote in the early autumn for a card of specimens of his silk dress goods and received them. Some six months later she had made her selection and sent the amount required for the number of yards. The goods were shipped to her with a receipted bill and a few dollars in change, with the statement that the goods of which she ordered a dress pattern had been marked down in price since the card was sent to her, and the money returned was the difference in price. In mentioning this circumstance, a man once said to me: "That was not business; she ordered the goods by the sample and he had a right to all the money." I said to him: "Stewart knew what was business, and he also knew well enough that there was not a lady who wanted a silk dress who lived within a hundred miles of this one, who would not directly or indirectly hear of it; and the advertisement it would be for Stewart was worth more than the entire value of the goods which he sent."—*Phrenological Journal.*

A WORD NEEDED.

The term adwriter, written as one word, seems to have universally crowded out "adsmith," "ad expert" and other once popular names for the man who drives the quill in the interest of business. Adwriter is a good word for the individual who simply writes the announcements, but can some one suggest a word to designate the man who conducts an advertising campaign and simply uses the adwriter's work as an instrument, just as he uses newspapers to insert the announcements that the adwriter produces?

A LIGHT SENTENCE.

Poet—Let me tell you, sir, that poem cost me a week's hard labor. Editor (who has read it)—Is that all? If I'd have had the passing of the sentence, you'd have got a month.—*Tit-Bits.*

NOTES.

H. D. LA COSTE, 38 Park Row, New York City, has been appointed special representative of the Wichita (Kans.) *Daily Beacon*.

THE Newton Rubber Works, Newton Upper Falls, Mass., offers prizes aggregating \$100 for the best reasons why Newton Tires are four times better than any other.

THE Guislin Cigar Co., of Greenwich street, have a peculiar window exhibit to draw a crowd. It consists of seven or eight trained Australian mice which run races around their cage to the great amusement of observers.

THE advertising of the Munyon Remedy Co., of Philadelphia, goes out through Remington Brothers and not Edward Pyn Remington, as some papers have announced. The amount appropriated by the Munyon Co. is said to reach almost half a million dollars annually.

A CHEAP but attractive window show is that of Bencke Bros., the shoemakers, in Cortlandt Street, N. Y. The cartoons and pictures from the leading weeklies, such as *Puck*, *Judge*, *Life*, the *Standard* and *Harper's*, are cut out and pasted on the windows and draw crowds all day long.

MCCULLAGH COULD BE FRANK.

Like all other editors, J. B. McCullagh was sorely tried by the individual with a manuscript. He did not care for voluntary contributions on any subject, and very few of them were ever used. The people who brought them in were curiously disposed of when they happened to be women. It was his habit for many years to bring such callers to my desk, telling them in a gracious way that I was in charge of such matters and would be pleased to have them take a seat and read their papers to me; and then he would stand back within hearing distance and chuckle over my misery.

On one occasion, however, a visitor of this kind refused to be put off, and insisted that it was his duty not only to publish her article, but to see that it went in the Sunday issue, because more people read the paper on that day than on any other.

"Madam," he blandly replied, "the reason why so many people read the Sunday paper is that we keep such stuff out of it."—*St. Louis Globe-Democrat*.

BOUND TO FAIL.

A bill has been introduced in the Missouri Senate by a St. Louis member which provides that department stores must pay a separate license for each different class of merchandise handled. This is virtually the same bill which passed the House at the last session, but was defeated in the Senate. It is evident that the legislature cannot constitutionally enact a law which promises to discriminate solely against the big stores in the cities. Every merchant who conducts what is known as a general store, carries as many different lines of merchandise (in small quantities, of course) as the extensive city stores under consideration. A law which says in effect that the city merchant shall be taxed by State authority for every line of merchandise carried and the country storekeeper in the same boat shall be exempted, would not stand for an instant the first legal assault upon it. The encroachment of the big stores is to be deplored, but the remedy proposed will not prove to be effective.—*Grocer's Journal of Commerce*.

IN TOLEDO.

Have you ever noticed the fact that it is the practically universal rule that, in cities of from 10,000 to 40,000 population, the evening papers are the leading papers? It costs more to produce a good morning paper than to produce a good evening paper. Small cities cannot support a good morning paper (and a poor one is a disgrace to any city), but they can support the next best thing, a good evening paper. In nearly every city in the United States of 100,000 people and upwards the morning papers are in the lead. Toledo is the one solitary exception among cities of any size.—*Toledo Commercial*.

THE SEVEN OLDEST ENGLISH NEWS-PAPERS.

Among the English newspapers which are more than 150 years old are the *Nottingham Daily Express*, *Leeds Mercury*, *Bristol Times and Mirror*, *Belfast News-Letter*, *Newcastle Journal*, *Birmingham Daily Gazette* and *Birmingham Journal*, dating back respectively to 1710, 1716, 1735, 1737, 1739, 1741, 1746.—*Newspaperdom*.

COPYING.

You cannot afford to slavishly copy another man's advertisements. By so doing you lose all the flavor of individuality that makes advertisements, no less than persons, agreeable and characteristic.

CLASSIFIED ADVERTISEMENTS.

Advertisements under this head two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

SPOKESMAN-REVIEW
Spokane, Wash.

FOR Phila. correspondence, trade or general, making specialty of news, write BUCKLEY, *Phila. Inquirer*.

YOU want type and printing machinery. See ad No. 1 under "For Sale." Just what you want in eighteen cities.

WANTED—Printers to try our half-tones. 1 col., \$1; 2 cols., \$2. BUCHER ENGRAVING CO., Columbus, Ohio.

WANTED—More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

ARTIST, with ideas, to collaborate with successful, high-priced advertisement and booklet writer. PITT, 80 Times Bidg., New York.

LIVE stock cuts, horses, sheep, swine, poultry, etc. Send for new proof sheet. Prices about half usual rates. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

CASH paid for original drawings, sketches, short stories, poems, illustrated jokes, etc., by high-class trade paper. For full particulars address "H. E. H." care Printers' Ink.

WE buy small patented novelties, books, pictures, etc., any kind, in lots lots. Send sample and get our cash offer for the stock. DIXIANA MEDICINE CO., Sheffield, Ala.

WANTED—All money expended for advertising in the direction of the Hardware Trade. Save duplication of circulation. HARDWARE DEALERS' MAGAZINE, 271 Broadway, N. Y.

NEW YORK newspaper man (fourteen years executive desk experience) desires responsible position in smaller city East, West or South; has lived West. Highest personal references. Address "H. H. H." care Printers' Ink.

LREE—New proof sheet of advertising electros. 33 best books for premiums or mail order business. Our system is perfect; see our mammoth catalogue for mail order dealers. T. J. CAREY & CO., 26 City Hall Place, New York.

WE want an agent in every town to sell *Charles Austin Bates' Criticisms* and Mr. Bates' book—"Good Advertising." The commissions are liberal—the sales pretty easy. Address HOLMES PUBLISHING CO., 16-17 Beekman St., New York.

IHAVE had a peculiarly valuable experience in nearly all phases of advertising, and desire to secure a position with a progressive first-class house. My services will be found of great usefulness in the office of an advertising manager or in a general agency. Correspondence invited. Samples of work and the best references will be furnished. Address "PROGRESS," care Printers Ink.

PREMIUMS.

SUPERB premiums. Subscription winners. Send for display electros and premium catalogue, free. THE WERNER COMPANY, Akron, Ohio, or 7 East 16th St., New York.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

SPECIAL AGENTS.

THE equipment of H. D. LA COSTE, Special Newspaper Representative, 38 Park Row, New York, is especially adapted for handling the foreign advertising of leading daily newspapers.

BILLPOSTING AND DISTRIBUTING.

"ADVERTISING DISTRIBUTOR." Address LOCK BOX 3,318, P. O., Boston, Mass.

HOWLAND ADVERTISING SIGN CO., Rome, N. Y. Roadside advertising a specialty.

ADDRESSES FOR SALE.

LISTS of names in any trade, in any country, \$1 up. Information on any commercial subject. Credit reports on firms anywhere. In U. S. \$1, in Europe \$2, in Latin America \$3. Agents everywhere. Ten years established. ASSOCIATED TRADE & INDUSTRIAL PRESS, Wash., D. C.

MAILING MACHINES.

THE Matchless Mailing best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

MACHINES and type for mailing can be bought best and cheapest from AM. TYPEFOUNDER CO. See addresses in ad No. 1, under "For Sale."

ADVERTISING AGENCIES.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

THE BATES-WHITMAN CO., 125 Nassau St., N. Y., is the only agency on earth that is prepared to take charge of all of your advertising. Its work is not confined to newspapers and magazines. Its distinct specialty is to make and execute successful publicity plans for manufacturers and jobbers. Refers to absolutely every client on its books. Every one is satisfied. Every one is getting results. Write.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

HALFTONES; best 9 columns for \$1.25; coarse or fine line; write LLOYD CO., Wyalusing, Pa.

STEREOTYPE outfit, paper and simplex methods, \$15. White-on-black and Granotype engraving methods, \$5. Book, \$1. Circulars for stamp. H. KAHRIS, 340 E. 33d St., New York.

ATHUR MEYER'S BUREAU OF ILLUSTRATION AND DESIGN—Illustrations of Fact and Fiction drawn to order to be used in Books, Newspapers and for all kinds of display Advertising Matter, either in Pen and Ink, Wash or Color Work. 1001 Temple Court Bldg., New York.

TRADE-MARKS AND PATENTS.

ARE you advertising for some one else to reap the benefits? No! Well, then, you should take out a trade-mark and protect yourself. We make that work a specialty and will secure you a trade-mark, good for 28 years, for \$40 and guarantee prompt work and satisfaction. Send for free list "500 Inventions Wanted." AMERICAN PATENT & INV. CO., Detroit, Mich.

HELPS FOR ADVERTISERS.

"ILIKE your Department of Criticism," says one subscriber to OUR OWL, "because it has no favorites, strikes right from the shoulder, and does not seem to be conducted for the purpose of patting people on the back." "Don't let me miss a number," says another. "Well worth sending for," says PRINTERS' INK. "Why not send your name on your letter-head, and get it free!" say we. THE ADVERTISERS' AGENCY, E. St. Elmo Lewis, Gen. Mgr., Penn Mutual Bldg., Philadelphia, Pa.

ADVERTISING MEDIA.

CHRISTIAN WORKER, \$4 per inch per annum. It will pay you. Russellville, Ala.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

LA COSTE'S List. Good papers in active cities. Rates low. 38 Park Row, New York.

ADVERTISERS' GUIDE, New Market, N. J. 6c line. Circ'n 3,600. Close 24th. Sample free.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

LARGEST circulation of any daily newspaper in Williamsport, the GAZETTE and BULLETIN; 6,000 D., 4,000 W. LA COSTE, New York.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for originally advertised goods. LA COSTE, New York.

THE PIQUA CALL "wants" advertisers who want results. Larger circ. than all other Piqua dailies combined. LA COSTE, New York.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,000 daily. LA COSTE, N. Y.

FOR SALE.

TYPE—See ad No. 1.

QUALITY high, price low. See ad No. 1.

FOR SALE—Addresses of leading farmers of Ballard County, Ky.; 2,000 good names; \$3.00 gets them. Address A. M. GIBSON, Wickliffe, Ky.

FOR SALE—A few choice sections of pigeon holes for newspapers will be sold cheap on account of removal. Address or call on J. A. TIMPSON, 86 Warren St., New York.

FOR SALE—Newspaper plant, 6-column quarto Campbell press, three platen presses, 160 fonts of job and adv'tg. type; full newspaper dress-brevier and nonpareil. Box 44, Winona, Minn.

FOR SALE—There has been placed in my hands for immediate disposal the best weekly newspaper property in the Southern States. It is located at Atlanta. It is now handbanded now, and has an unlimited field exclusively its own. Owner has other interests which make sale necessary. Address C. C. NICHOLS, Box 433, Atlanta, Ga.

AD NO. 1—We sell more type and printers' machinery and supplies than all other concerns, because our large purchases enable us to buy right and sell to the advantage of our customers. Why buy the second best when the best costs you no more! Buy outfit complete and save money and trouble. AMERICAN TYPEFOUNDER CO., Boston, 110 Congress; New York, Rose & Duane; Philadelphia, 306 Sansom; Baltimore, Frederick & Water; Buffalo, 33 Elliott; Pittsburgh, 232 Third Ave.; Cleveland, St. Clair & Ontario; Cincinnati, 17 Longworth; Chicago, 141 Monroe; Milwaukee, 20 Huron; St. Louis, Fourth & Elm; Minneapolis, 24 First; Kansas City, 333 Delaware; Omaha, 1118 Howard; Denver, 1616 Blake; Portland, Second & Stark; San Francisco, 405 Sansome.

SUPPLIES.

VAN BIBBER'S
Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water Street, New York.

EVERYTHING for the printer—best and cheapest. See ad No. 1 under "For Sale."

STEREOTYPE, linotype and electrolyte metals; copper anodes; zinc plates for etching. MERCHANT & CO., Inc., 67 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'Vd, 10 Spruce St., New York. Special prices to cash buyers.

PRINTERS.

THE LOTUS PRESS, artistic printers, 140 W. 23d St., N. Y. City. Send for our booklet.

TROW-WHEATLEY CATALOGUE COMBINATION. Home Life Building, New York. (Factory, 201-213 East 12th St.)

COLORE ECONOMICAL PRINTING CO., Summit, N. J., prints 1,000 large cards, \$1; 500 note heads, 500 bill heads, or 500 6½ envelopes for \$1. All good in every way. Salary and commission paid agents.

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

CUT down all your expenses, especially of traveling men, but spare nothing to get out a good catalogue. This is true, fair-seeing, practical, sensible, experienced business economy. All the individuality of an original, well-written, well-printed, attractive catalogues based in your favor. Part of your "good-will" is lost when a traveling man leaves you. Your catalogue is an employee that never plays you false. But it must be well-dressed, suave, agreeable, entertaining, full of convincing talk; in brief, faultless. If it is to do its best for you. Why waste traveling expenses on it otherwise? To create the representative business drummer, in print, at the experience, originality, forcibleness and ability of the leading advertising specialist, added to the perfect facilities of the completest large plant of its kind in America, for illustrating, engraving, printing, binding, of the best quality only, is at your service in the TROW-WHEATLEY CATALOGUE COMBINATION, Home Life Bldg., N. Y. (Factory, 201-213 East 12th St.) Our drummer will call on you by return mail for a letter.

ADVERTISEMENT CONSTRUCTORS.

EFFECTIVE advertising. E. A. WHEATLEY, 257 Broadway, New York.

THEODORE SAMUEL HOLBROOK, writer. Tribune Bldg., New York.

E. A. WHEATLEY, Specialist in Advertising, 257 Broadway, New York.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624, Temple Court, New York. Write.

E. ST. ELMO LEWIS, Mgr. THE ADVERTISING AGENCY, Penn Mutual Bldg., Phila.

MY ADS create business for others, why not for you! \$1 up. J. B. LARKINS, Box 288, Brooklyn, N. Y.

TROW-WHEATLEY CATALOGUE COMBINATION; high-grade business-bringing catalogues. Home Life Building, New York.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

If you do, know or think of anything of interest to advertisers send it to Charles Austin Bates' Criticisms, 15-17 Beekman St., N. Y.

CALL on manager of nearest branch AM. TYPEFOUNDERS' CO., address as per ad No. 1 under "For Sale," and get posted on type.

EFFECTIVE, pulling advertisements written. Manuscripts, furnished and revised. Samples for stamp. W. C. FERRIS, 3,574 Vincennes Ave., Chicago.

MY little booklet, "How," tells what I do for the money you ought to pay me for advice. Ask for it. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

"I NEED money, and need it bad.

I'm an ad-verser writer, for you I can think, My address is 'D,' care of Printers' Ink."

"WHIFFLETS," one of the most successful little booklets ever published, mailed to general advertisers who want to meet competition. E. A. WHEATLEY, Specialist in Advertising, New York.

ALL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

WRITE your own ads. Save money and get the best ideas. Our Clipping Dept. will send you the latest ads in your line of trade. Want particulars? ASSO. TRADE & INDUS. PRESS, Washington, D. C. Established 1887.

HARD-BOILED FACTS—convincing selling arguments, rid of prosaicness—that's what we put into our ads for \$5. Sample \$1. "A Profitable Habit" is worth sending for. BUSINESS LITERATURE CO., 25 Bromfield St., Boston.

FOR those who are in no haste I am ready to prepare booklets and ads, but I have several large customers out of town and am necessarily much away from my office. Illustrations and magazine ads specialties. R. L. CURRAN, Room 1517, 150 Nassau St., New York.

M. BATES wants actual interviews with business men for publication in his new paper, Charles Austin Bates' Criticisms. The sender of every such interview will receive the paper for two years in payment for his services, and the sender of the best interview each month will receive a complimentary copy of Mr. Bates' handsome 700-page \$5 book—"Good Advertising." Address HOLMES PUBLISHING CO., 15-17 Beekman St., N. Y.

WE design posters and put advertising into them. We mix in art, too, but selling force is better. That's our idea of a poster. Ordinarily our price for designing a poster is \$100. Sometimes more, seldom less. We have samples to send to such concerns as may be contemplating this kind of advertising. Poster collectors need not write, because we have samples for advertisers only. Send us 80c in stamps and we will send sample of posters with advertising in them. MOSES & HELM (C. Dan Helm, Bert M. Moses), 111 Nassau St., N. Y.

THE flowers are going to bloom pretty soon. Trees will bud, and birds sing. All creation will want new things to wear then. Business is going to be brisk this spring. People have been economizing so long that old things are about worn out. They've got to buy something new. Are you ready to get a share of this spring trade? Do people really know what a good store you keep? Have you ever told them your business story as earnestly and enthusiastically as it ought to be told? Nothing like a booklet to do this. A newspaper advertisement isn't big enough. If you give us a chance to get up a booklet for you we believe we can get more people in your store. Write us about spring booklets \$10 to \$25 is what we usually charge for the work, and we earn every cent of it, too. MOSES & HELM (C. Dan Helm, Bert M. Moses), 111 Nassau St., New York.

ALL other things being equal, the manufacturer, jobber or wholesaler who prints the best advertisements in the trade papers will make the best impression upon the trade. And impressions count. If you will employ us to get up your trade paper advertisements we will design a distinctive line of work for you. Different from everybody else's. More attractive and artistic, better in every way. Absolutely the best and most forceful. Nobody at any price equals our work. The work of others is the joint product of two sets of brains. A trained business writer and a trained business artist. A series of twelve advertisements cost from \$50 up. If they are illustrated, the price begins at \$100 and goes on up, according to the character and size of the illustrations. Don't forget that our pictures are original. No syndicating in this establishment. Write us when you want something better than any one else can give you. MOSES & HELM (C. Dan Helm, Bert M. Moses), 111 Nassau St., N. Y.



There is little doubt that we who ride in the street cars owe a great number of our comforts to the street car advertiser.

For instance, the lighting of the cars. Advertisers were quick to perceive the fact that they might expect but poor returns from ill-lighted cars, making the cards most difficult to read during a great part of the day, at times when large numbers of people ride in the street cars.

So they set to work to right things, and for the most part succeeded. Especially indefatigable in the cause of good car lighting has been the firm of **GEORGE KISSAM & Co.**, whose entire system of cars from East to West all over the country afford one of the best object lessons as to the value of persistent effort in the interests both of street car patrons and advertisers.

Not all their cars are well lighted, comfortable, and have their cards displayed to the best advantage, but nearly all; those that are not are rapidly becoming so, and at present form but the exceptions that prove the rule.

This is one of the advantages (that do not always appear on the surface) of employing the services of a well-known, well-established agency for newspaper or street car advertising. The really good agency works in many little ways for the advantage and profit of the advertiser, and the price is not the only thing to consider.

One of the "Little Schoolmaster's" many pupils—*Newspaper Ink*—published in St. Louis, has a good article by Mr. Albert Lewis, from which I cull a few selections:

"When we are aboard a street car nowadays we realize the evolution of advertising more than we can anywhere else.

"A street car ad to-day is the ad that appeals to the wide-awake, educated people of America.

"You read street car ads, I read them and everybody else reads them. There must be a good reason for this.

"In years gone by the ads placed on fences were good enough, but now competition demands more scientific work, and declares that the advertising that is best is always the cheapest."

Something is the matter with a good many people who want good advertising. They don't think and study. They fall into the rut that has been left for them by some former advertiser, forgetting that on a good road it is better traveling *out of the rut*.

So a good many people just beginning advertising decide on one or other of the few old methods, and do not take the trouble to investigate the new. Do not consider that people and conditions change with time; that all things are different from what they were twenty years ago. That there are more people in the world, and more ways of reaching them.

Now, a great many people go on their peaceful way, ignoring the very existence of street car advertising. Refusing not only to see good in it, but refusing to investigate it, to accept facts, figures or experience which would tend to shake their preconceived and pre-historic beliefs that street car advertising will not suit their business.

And yet these same men may be very wide awake in their own way and on everything except this one point perfectly sane and sensible.

They remind one of the old idea of religion when it was considered wrong to question the Bible. Nowadays we think, and rightly, that if the Bible is true it will stand investigation, and if

it is not, then the more investigation it gets, the better. We cannot get too much truth.

If these same folks who want good advertising, and yet refuse to consider street car advertising, were to investigate for themselves, I'll wager a silk hat ninety per cent of them would be astounded.

They would find that they had been ignoring a very good thing. They would discover that there is more money than they thought in attractive, striking, nail-head-hitting street car advertising.

They would find to their astonishment, perhaps, that the street car cards come very close to the hearts and confidence of the people. That the people look for them, read them, believe them, and buy the goods that they recommend.

This is why street car advertising pays. Why the successful advertisers use it; why those who go in on a sour basis stay in year in and year out. Why the space is getting filled up, and gradually rising in price, and why every up-to-date advertiser who feels the shoe of competition pinching his profit corn should investigate patiently and carefully before deciding finally and irrevocably that "it won't pay."

"Stephens' Inks" is a landmark in England. Everywhere you go, it is "Stephens' Inks" on walls, fences, busses, signs, and in the newspapers. They were one of the first people to adopt the script lettering in advertising, and they have advertised so persistently and constantly in England that for a long time hardly any other ink was known or heard of.

Lately they have begun to make tentative efforts on the American market, and most of their advertising so far has been done in the street cars. I should imagine that they would find things pretty lively over here, and would have to do a vast deal more advertising and say more about themselves and their inks before they can be said to have made a great success.

As will be seen by one of their cards herewith, they rely chiefly upon their name shown forth very strikingly on a background of ink for attracting attention, and no doubt it does this, but hardly to the extent that it would in England where everybody knows who Stephens is.

It appears to me that more argu-

ments would do more good. More explanations as to who Stephens is and what he has done in ink. More reasons why his inks are better than others—if they are—and why. The time has gone by when a bare statement of "ink for sale" will sell ink. We are an information-loving nation



and we "want to know, you know." We buy our ink with a grain of salt. We like to see through to the bottom of things; aye, even to the bottom of the blackest ink-well.

I reproduce this week the card of one of my favorite advertisers in the street cars, viz.: S. B. & B. W. Fleisher. Their cards on knitting worsted have always been to me a pleasure to read. They are bright, often witty, always interesting and very much to the point. They don't say much, but what they do say is full of meat, full of ideas to think of, and remember. The illustrated cards they are using are especially good, but too difficult to reproduce, so I have been constrained to show only one of their type cards, the wording of which is much like the illustrated ones.



S. B. & B. W. Fleisher have never used the newspapers to any extent for advertising their product, but have made an immense success with their street car advertising.

They have much more than doubled their former production and sales, and their trade is increasing day by day. They have good goods, and they are advertising them well in the medium which above all others appeals to the women, the people they most want to reach.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

1st Issued every Wednesday. Ten cents a copy, subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

2d For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1891) the end of the century.

3d Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at same rate.

4th Publishers desiring to subscribe for PRINTERS' INK for the benefit of adv. patrons may, on application, obtain special confidential terms.

5th If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, FEBRUARY 17, 1897.

IT is with a two-fold object that the editor of the American Newspaper Directory seeks a conference with the American Newspaper Publishers' Association at their annual meeting at the Hoffman House, New York, on Wednesday, Thursday and Friday, February 17th, 18th and 19th. It is known, in the inner circles, that the Executive Committee of the A. N. P. A. has never been able to agree upon the advisability of encouraging the publication of a newspaper directory that attempts to rate newspaper circulations. A minority of the Executive Committee is of the opinion that Rowell's American Newspaper Directory does the work now just as well as it can possibly be done. Another minority believes the Rowell plan susceptible of improvement, but hesitates attempting to point out any methods by which better results might reasonably be expected. A majority of the Executive Committee wish that a way could be discovered by means of which all newspaper directories might be exterminated. The Committee, never being able to agree, has naturally refrained from bringing the subject before the association in convention; and when Messrs. Rowell & Co. applied in 1896 for a conference, either with the committee or convention, they decided, after discussion:

1st. Rowell's Directory as it is at present issued is as good as we could make it.

2nd. It will not do to say so, for we don't want any directory to be published.

3rd. As we don't know how to word a declination of this application for a conference, the best answer we can make will be not to make any.

By passing over the Executive Committee this year and appealing direct to the members of the A. N. P. A., the editor of the Directory expects to accomplish one of two things:

If he obtains a hearing he will learn from the convention that it can agree upon recommending some changes in the plan of publication of the Directory likely to produce better results—or that it cannot agree upon any changes or recommendations.

If he fails to obtain a hearing, that fact will be an admission that the plans for an annual revision adopted for the American Newspaper Directory are about as good as they can be made at present, but that the A. N. P. A. does not wish to admit so much, and thereby curtail the right, so greatly appreciated by many individual members, of cursing the book whenever it fails to sustain their occasional over-liberal circulation claims. A refusal to grant the conference will indicate a hope on the part of the members that by persistently ignoring the Directory they will eventually discourage its publication.

It is probable that a majority of the members of the A. N. P. A. are tied down by articles of association and agreement binding them not to advertise in or aid the publication of any newspaper directory. The papers of Boston, Detroit, Chicago, Minneapolis and St. Paul have been notably active in promoting associations with this end in view, and a brand new agreement to this effect has just been put into operation in St. Louis. There is a considerable minority of the A. N. P. A., however, that takes a different stand, and among this minority are found the publishers of most of the growing papers. The paper with an increasing sale wishes to proclaim it from the house top, but the publisher whose edition is diminishing from day to day and week to week has a dislike for figures that approaches very closely to disgust.

If the editor of the Directory is accorded the conference he asks for he will get advice which will have the approval and sanction of the convention and will be likely to follow it. If he fails to get the conference asked for he will have the satisfaction of knowing that, although a minority of the A. N. P. A. favor the publication of honest circulation figures, the majority are not yet arrived at that stage of progress.

ADVERTISERS SHOULD NOTE.

These maps are object lessons for advertisers. Advertising will produce best results where population is densest, most prosperous and most honest, where the people are most in favor of paying their debts and most inclined to sustain the laws.

Every State, says the *Tribune*, that voted for Lincoln in 1860 voted for McKinley in 1896, and every State that voted for Jefferson Davis in 1861 voted for Bryan in 1896. This is, literally, true, and it is one of the most remarkable coincidences of the recent canvass. And McKinley had a larger majority in every State he carried than Lincoln had in 1860.—*N. Y. Sun*.



The States shown in white on the above map voted for Lincoln in 1860. They are a small proportion of the three million square miles that compose the United States of America, but they comprise a handsome proportion of the best acres and the best people.



The States shown in white on the above map voted for McKinley in 1896.

The population of the white States is 42,624,035.

The population of the shaded States and Territories is 23,123,215.

It is gratifying to note that all the leading papers of the South—the best and most influential papers—have taken up a serious and vigorous discussion of lynching, its causes and effects. Some time ago the Chicago *Tribune* printed a table of its own compiling which showed the following lynchings for 1896:

Alabama	16	Mississippi	6
Arkansas	4	Missouri	6
Colorado	4	New York	1
Florida	10	North Carolina	1
Georgia	9	South Carolina	4
Illinois	1	Tennessee	16
Indiana	1	West Virginia	1
Kentucky	9	Texas	7
Louisiana	20	Indian Territory	4
Maryland	2	Oklahoma	1

In 1896 there were 121 lynchings in

the shaded States and Territories and only 10 in the white States.



The shaded States on the above map voted for secession in 1861.



The shaded States on the above map voted for Bryan in 1896. In 1861 these were either slave States or deserts.

NO PAPER in Nevada sets up any claim to a higher circulation rating than J K L for the next issue of the American Newspaper Directory.

THE geography of the country, the habits, customs and prejudices of the various classes who inhabit it, the population and its density, must all be studied by the intelligent advertiser.

IN Bangor, Maine, a city of less than twenty-five thousand people, PRINTERS' INK, early in February, secured a club of fifty subscribers. This is the Little Schoolmaster's banner class in the Pine Tree State.

AMID all the vicissitudes and changes in journalism, the advertiser still finds the *Herald* the greatest of New York dailies, and in Canada has still to accord the leading position to the *Toronto Globe*. This was true in 1867 and is as true in 1897.

MR. W. H. BREARLEY, who, as has been before said, was the originator of the American Newspaper Publishers' Association, says in regard to the proposed conference between the editor of the American Newspaper Directory and the members of that association, "It's a very delicate subject. The fact is, they all want the other fellow to make a statement."

THERE has never yet been invented a style of advertising which grew better with age. That which is fresh and wholesome to-day is often very stale and unattractive to-morrow.

ALL the art, all the color schemes and all the beauty or humor in a picture are utterly wasted, from an advertising standpoint, unless they are inextricably associated with the article advertised and its merits.—*Billboard Advertising*.

WHEN the publisher of PRINTERS' INK appeared before the Ohio Editorial Association at Columbus in January last, Mr. I. F. Mack, of the Sandusky *Register*, asked him if he was able to charge for advertising in PRINTERS' INK a price as much higher than was demanded in its early days, as its circulation now is larger than it was then. To this query the publisher of PRINTERS' INK made answer, without hesitation, that while the average circulation of PRINTERS' INK in 1892 was but little short of sixty thousand copies weekly, and in 1896 was but little over twenty thousand, yet he received precisely the same rates for advertising in 1896 that he did in 1892, and that the amount of advertising received in 1896 was greater than it was in 1892. It is the name and the reputation of a paper, and not its circulation, that advertisers pay for.

THE editor of the American Newspaper Directory asserts that if he can get a hearing before the American Newspaper Publishers' Association and may have permission to employ a stenographer for the purpose of having taken down all that is said and who says it, he will have no difficulty in obtaining the approval by the Association of all the methods adopted for the publication and revision of the American Newspaper Directory. Upon any point concerning which the publishers are anything like unanimous in favor of a change he believes their recommendation would be adopted not only without hesitation, but with positive pleasure. Without the presence of a stenographer, the editor of the Directory believes that the conference would result in very little. The publishers will kill the Directory if they can, but no publisher wishes to be placed on record as entertaining such a desire.

SMASHING THE ICONOCLAST.

Office of
"TEXAS BAPTIST STANDARD,"
J. B. Cranfill, Proprietor.
J. B. Gambrell and J. B. Cranfill,
Editors.

WACO, Tex., Feb. 3, 1897.

Geo. P. Rowell, Esq.:

Your letter to Mr. Richardson, concerning the publication you made recently that greatly reflected on our paper and has done great damage, has been referred to me. I am not even now able to understand the animus of such a publication. My first impulse was to bring suit for libel, and my attorneys have advised me that such a suit could be maintained, but as I am averse to any sort of litigation I shall accept your tender of space and ask you editorially to make correction of the matter. I inclose herewith such a statement as I should like to see in your editorial columns. Together with this I inclose affidavit of circulation for the past year, which I will be glad to have you have properly entered in your forthcoming Directory. Very truly yours,

J. B. CRANFILL.

"TEXAS BAPTIST STANDARD,"
J. B. Cranfill, Proprietor.
WACO, Texas, Feb. 3, 1897.

To whom it may concern:

This certifies that the smallest number of complete copies of the *Texas Baptist Standard* printed during any week of 1896 was 21,500.

J. B. CRANFILL,
Proprietor.

T. M. HAMILTON,
Pressman.
ST. CLAIR LAURENCE,
Mailing Clerk.

Subscribed and sworn to before me—by J. B. Cranfill, T. M. Hamilton and St. Clair Laurence—this 3rd day of February, A. D. 1897.

JNO. T. BATTLE,
Notary Public,

[SEAL] McLennan County, Texas.

In PRINTERS' INK of January 13 there appeared a clipping from a Texas paper which reflected seriously upon the standing and character of the *Texas Baptist Standard*, of Waco, Tex. PRINTERS' INK did not insert this with any intent to injure that excellent publication. The circulation of the *Texas Baptist Standard* is so well established that we did not see that any harm could result from publishing a statement from another paper which, on its face, showed the malice that was behind it. However, to set the matter right and forever, PRINTERS' INK will state that the American Newspaper Directory for 1896 credited the *Texas Baptist Standard* with a bona fide circulation for 1895 in excess of 23,000 copies each week. Since that we have received from Dr. J. B. Cranfill, the editor and proprietor of the *Standard*, a sworn circulation statement, sworn to by his pressman, his mailing clerk and himself, which testifies to the fact that the smallest issue of complete copies of the *Texas Baptist Standard* printed during 1896 was 21,500 copies, and that the average, while not accurately kept during that year, was larger than that. The *Standard* is one of the best advertising mediums of its class in the Southern States, and PRINTERS' INK wishes it well.

PRINTERS' INK believes every word that Mr. Cranfill has said and takes great pleasure in printing it here.—[Ed. PRINTERS' INK.]

THE INANE LOUD BILL.

A law was enacted in 1885 providing that publications issued at regular intervals, as frequently as four times a year, should be granted transmission through the mails upon payment of postage at the rate of one cent a pound when sent by publishers or news-agents. This rate applied to sample copies as well as to unsold copies returned by news-agents. Under this law this "second-class" mail matter has increased enormously. Serials of various kinds have been established, works of fiction have been issued in "libraries" at stated intervals, business houses have published advertising sheets under the guise of regular periodicals, and all of this has been in addition to the growth of the regular publications that the law was intended to help.

The number of periodicals published in the United States to-day is fully twice what it was when the law was enacted. In 1887 the second-class matter carried through the mails amounted to 126,000,000 pounds; the following year it was 143,000,000, and last year it was 296,000,000—an increase of more than 100 per cent in ten years. During this period the total amount carried was 2,997,640,300 pounds, which, at the one-cent rate, brought in a revenue of \$20,976,403 to the government. As it costs eight cents a pound to transport mail matter, the expense was \$167,811,224, leaving a loss of \$146,834,821. The loss on this class of matter alone last year is placed by Postmaster-General Wilson at \$25,000,000, and as the deficit of the whole department amounted to only \$8,127,088, there would have been a handsome surplus had it not been for the second-class matter.

Congressman Loud, who has been a member of the committee on post-offices and post-roads for six years, and last year was its chairman, prepared a bill to wipe out the deficit by reducing the amount of second-class matter. If the bill becomes a law those periodicals, sent to *bona fide* subscribers by the publishers or news-agents are still to be mailed at the one-cent rate; sample copies, books of fiction, advertising sheets masquerading as periodicals, and returns from news-agents are to be excluded from the second class. Mr. Loud estimates that the bill would effect an annual saving of \$10,000,000. It has passed the House by a substantial majority, and is now before the Senate.

The Loud bill was introduced in Congress last year, but failed of passage. Postmaster-General Wilson urged its adoption, and the President strongly supported it in his annual message. In fact, some such measure has been asked for by successive Postmasters-General for a number of years. The strongest opposition to the measure in the hearings before the Senate Committee comes from those who are most responsible for the abuses, and their opposition is based principally upon two points—that it will deprive the poor man of his reading matter, and that there are other defects in the postal laws which the Loud bill does not touch. The latter argument is so foolish that it can be ignored; other defects may be remedied by future legislation, but we should accept now the improvement the Loud bill offers. As to depriving the poor man of his reading matter, the class of cheap literature with which he is flooded under the operation of the present law is generally of such a character that it does him more harm than good.

The Loud bill is well set forth in the above extract. Everything that

appears in the *Argonaut* is well done. One of the meanest things about the bill and its supporters appears in the last sentence. Even President Cleveland was not above objecting to the "cheap literature" now carried in the mails at a cent a pound; was not above sneering at the quality of it; as though any stuff could be of lower grade than the successful modern newspaper.

The Loud bill would have one price charged for a newspaper mailed to a subscriber and another price for a sample copy of the same paper; as though a man might not subscribe for one copy of a paper to be sent to ten men, or a thousand. It is inviting men to commit fraud by forgetting to separate sample copies from the regular edition.

The postal deficiency is eight million dollars, that is 12 cents for each American citizen. If it is desirable to give the people cheap reading matter a tax of 12 cents per capita is not extravagant. The postal deficiency grows smaller every year and will soon disappear without the Loud bill.

The bill places the power to discriminate, to say what is a periodical and what is not, in the hands of the Postmaster-General; but the Postmaster-General has that power now, and under it we have seen Mr. Sunday-school Wanamaker exclude PRINTERS' INK from the mails while admitting *Book News*. Can it be wise to encourage such disgraceful discrimination between *meum* and *tuum*?

The *Argonaut* article harps upon the abuse of circulating advertising sheets, without remembering that the best magazines are house organs almost without exception. Look at from twenty to seventy pages of house advertising in *Harper's* and the *Century*. How long would the *Atlantic Monthly* continue to appear if Houghton, Mifflin & Co. were precluded from using it for announcing their publications?—or the *Scientific American* if, in its pages, Munn & Co. might not advertise their Patent Agency?

The difference between *Harper's Magazine* and a Franklin Square Library number is not easy to determine. If both are not periodicals, both are surely books. The first carries a hundred pages of the despised advertisements, while the other has none.

Take the *Delineator*, with five hundred thousand subscribers, every one

of whom pays for and values a periodical of which every page is an advertisement of paper patterns sold by its publishers.

It is legitimate for a man to buy or establish a paper to advertise himself for congress or the governorship. Why is it less so to advertise his bargain counter or his life-saving specific?

Every advertising sheet sent out at a cent a pound brings into the mail bags letters that pay thirty cents a pound. Stop the advertising sheets and you decrease the income from the letter mail. Regulate the franking privilege and the postal deficiency will disappear. Charge the government for carrying wheelbarrows, iron bars and blankets in the mails and the deficiency will disappear.

Why should local newspapers be carried for nothing in the counties where they are published, and be charged postage on copies going into the next county, perhaps not half a mile away?

If the price charged for second-class matter is too little, why not double it? Why not multiply it by four? Whatever is done, let us see the end of star chamber proceedings. Let us stop the need of publishers going hundreds of miles to confer with a postal clerk in the basement of the Post-Office Department, and arranging with some friend, who plays cards with the clerk, to induce him to let up on this particular publisher, in consideration of a supper at Harvey's or a bottle of champagne at a pleasure house.

A uniform rate on unsealed printed paper, which any postmaster may weigh and determine the proper postage, is the only sensible, the only business-like way of disposing of the second-class puzzle and the only way of ending abuses that have made the post-office a stench in the nostrils of the American can people.

THE ONE-ITEM IDEA.

You may think it's a waste of space to advertise one item at a time. It isn't. Even if the reader doesn't go to the store, she is impressed by the fact that there is a special bargain at Goody & Co.'s and that it's blankets to-day. She may not need blankets, but she will look out for Goody & Co.'s ad to-morrow to see if it's something that she does want.—*Dry Goods Economist.*

TWO SIDES.

Every question in advertising has two sides. Much that is plausible and reasonable can be said on either. Only the advertiser himself can tell which view best meets his own conditions and environment.

HOW ONE MAN WRITES ADS.

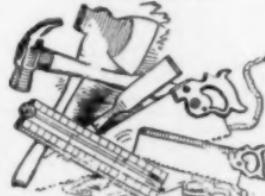
When I start to write an advertisement I take into consideration the time of year, the seasonableness of the weather, and then collect from the various heads of departments the list of goods which will appeal strongest to the general public under these conditions. I prefer that each department manager write his own matter, for he will know more about his own goods, and know the points the people will want to know about. After collecting these stories, it is a case of polishing and smoothing and taking pains to dress up attractively for the public's perusal. In the matter of introduction, a few short, terse sentences, with a word or phrase to catch the eye and to lead the reader to look over the advertisement more carefully, with perhaps a reason or two for the prices we ask and the values we offer. If the goods are new, we mention the fact; and if they are old, the reason why they are being sold at a sacrifice, as they will be. At the bottom of all advertisements, and underlying all our advertising, we speak the truth; for a business firm, like an individual, has a character, and this character can be built up only by careful attention being paid to consumers getting exactly what we promise them as to value and quality in our advertisements.—*Minneapolis Journal.*

A WELLSBACH AD.

The gas show, recently held in New York, was one of the best advertisements Wellsbach Light has had. Madison Square Garden was entirely lighted by the Wellsbach system; on each tier of boxes appeared large signs containing the words Wellsbach Light. In addition the company had a notable exhibit of its own. The ordinary visitor carried away with him but one distinctive remembrance—Wellsbach Light.

REVERSED.

A negro doctor in an Alabama town has at the top of his professional card: "No pay, no cure."—*N. Y. Observer.*



Lowest prices on Hardware, Paints, Oils, Varnishes, Glass, Putty and Cottery at

LAMSON & TROWBRIDGE'S
148 Main Street, MARLBORO, MASS.

The New York Evening Post seems to have a stronger hold upon its advertisers now than ever before. It gets its rates every time, is less yielding in the matter of special positions than any other New York daily; but, nevertheless, it holds its advertising better than most, and as well as any.



Extract from "How Many Copies,"
by George P. Rowell, Printers' Ink.
The national authority on advertising.

THE PACIFIC NORTHWEST.

That Oregon was redeemed in the late presidential election is due to the *Portland Oregonian*, the great daily of the Pacific Northwest. The *Oregonian* is able and honest. It covers a great field. The Eastern advertiser who seeks the trade of the Pacific Northwest may safely expend half his advertising appropriation with the *Oregonian*. The other half may perhaps be divided among five or six other papers of importance. The advertising rates of the *Oregonian* are fair and honest. Everybody will be required to conform to its schedule; but it is a reasonable one, so everybody may count on fair treatment. The following sketch of the *Oregonian*, prepared by a citizen of Portland, by request, for publication in these pages, is fair, just and true in each and all of its statements.—[Ed. PRINTERS' INK.]

The principal interest, from the advertiser's standpoint, that attaches to the field embraced within the limits of what is known as the Pacific Northwest, a field nearly 1,000 miles square and which contains approximately 1,000,000 people, is found in the unusually large sales that the standard proprietary medicines and articles of recognized merit advertised extensively by enterprising proprietors enjoy in that territory. As H. H. Warner, the veteran advertiser, remarked some time since in the presence of the writer, "When I was pushing my 'Safe Cures' the hardest, I found my most profitable field on the Pacific coast." The conditions which surround the handling of business in the States of the Pacific coast seaboard are somewhat different from those that go to make up the standards that constitute the tenets of business faith in the East, and the statement that the man who understands the field and the temper of the people as he finds it in the far West, and who will adapt his methods to those conditions which the exigencies of that territory demand, will be amply rewarded in any determined effort he may make to push his wares in that field, will not force contention.

It is noted that the tendency to

gaze in the show windows of the big metropolitan stores is most encouraged by the rural visitor. The disposition which tends to a close and analytical examination of trivial subjects is not a dominant trait in the makeup of the typical resident of the large center of population. The average New Yorker, for instance, not only evades, so far as possible, any attention to the smaller issues of life which are so often the subject of serious discussion in the rural community, but he goes much further than this, and ignores all claims made on his attention outside of his legitimate business, or which do not bear some intimate relation to the laws and customs of his "set" which he and his family religiously conform to. In other words, he becomes a "specialist" in the broader sense, with the incident limitations noted in his views and manners that close attention to a single calling usually prescribe. He can see a point quickly in his own business, but it often happens that a man less wedded to the laborious detail of an exacting calling can see a point outside of it quicker. The New Yorker does not read his daily paper carefully, partially from this accredited disinclination to give serious thought to any subject that does not demand close attention, but primarily for the reason that the large number of meritorious publications placed before him render anything more than a cursory glance at the subject matter of any of them impossible. He sees signs glaring at him from all quarters, and he unconsciously acquires the art of ignoring signs. Fakirs confront him at every turn, but he is usually found purchasing his household supplies and his wares, of every description, from the firm who displays the most modest inscription in front of its door. His wife may, and doubtless does, read the advertisements announcing the bargain sales of the big houses, but the provider of the family must not be expected to wax enthusiastic over even the most attractively displayed advertisements, especially when he finds time only to take a hasty glance at the head-lines of his morning paper. As a natural sequence it must follow that the residents of the big city are not in the main "impressionable," especially when the same means are adopted to demand their attention that would prove successful in the smaller community. Like all

great bodies, the New York community may move with an irresistible impulse when it does get started, but experience gained as the results of costly experimental work has demonstrated clearly that it takes something more than the initial push to get the ball to fairly rolling in the big city, and that the same effort displayed in the smaller community usually leads to quicker and far more satisfactory returns.

It must not be assumed from the above that rural simplicity prevails in

their attention they express a willingness to make an innovation in their daily lives that promises some betterment of their condition, whether this applies to the substitution of "Castoria" in the family medicine chest for the nauseous castor oil, or of the slouch hat for the derby on the score of comfort and in recognition of the exigencies of the climatic conditions, it is a reflection neither on their good taste nor on their intelligence. The claim that the people of the far West, prosperous in the main, will give their



the older settled communities of the Pacific coast States. San Francisco and Portland, the metropolis of California and of the Pacific Northwest respectively, present as metropolitan an appearance as any of the most prosperous of the Eastern cities. The residents of these cities are active, public-spirited and intelligent. They are not, however, wedded to traditions of the past, and precedent is not the guiding impulse of their lives. They are "impressionable" because they are open to conviction, and if, as the result of persistent demands made on

ear to any proposition that seems to possess intrinsic merit will demand attention. A "scheme" or two of Western origin that has been unloaded on the Wall street contingent, an element that lapses into hysteria if the necktie of any of its members happens to be awry, shows conclusively that the Western people are not altogether lacking in a true sense of a wise discrimination in matters pertaining directly to their own interests.

The Pacific Northwest, of which Portland is the business and banking center, is a wide field and it is a grow-

ing one. Portland, Oregon, to-day claims a population approximating 100,000. The field, whose business it handles, as before stated, is nearly 1,000 miles square, and it contains about 1,000,000 people. A trade established in a growing community promises something more than present profit. The field of the Pacific Northwest States is easy to cover, the few really good mediums it supports affording excellent opportunities for cheap and effective advertising. While its people are "impressionable" they are not vacillating in their temperament to an extent that prompts them to drop a good thing for something wholly untried. A trade once established in the Pacific Northwest is usually permanent, provided of course, reasonably persistent efforts are subsequently made to retain it. The success of the *Portland Oregonian*, which for nearly fifty years has been the leading paper in this field, will best attest the stability of the trade conditions noted in the States it covers.

The strength of Portland is the strength of the vast territory of which this prosperous city is the clearing port. Portland, to-day, ships nearly three-fourths of the wheat grown on the fertile soils of Oregon, Washington and Idaho, and probably as great a proportion of the goods consumed by the people of this territory are supplied by Portland's merchants. The importance of Portland's position can be appreciated from the statement that its weekly bank clearances often equal in volume those of Seattle, Tacoma and Spokane combined. During the busy season, last fall, it was not unfrequently noted that they were even greater than those of the three other leading populous centers of Portland's tributary territory.

Portland's prominence is due directly to the fact that it is the tide-water port for the traffic of the Columbia and Willamette rivers, and that it is the greatest railroad center of the far West. Its two great rivers afford easy access for shipping to the rich country for hundreds of miles inland. The Columbia is the great river of the West. It drains a country thousands of square miles in extent, and its magnitude can be appreciated from the statement that a thousand miles from the point where it empties into the Pacific Ocean it carries a sufficient volume of water to float vessels of

deep draft. The second river of the Pacific coast watershed is the Sacramento of California. One hundred miles inland the Sacramento is navigated with difficulty only, and 200 miles from San Francisco Bay, into which it empties, it has dwindled to a rivulet of the mountains. The Columbia is the only river of the West that has forced a channel through the high and precipitous range of mountains which run north and south through Washington, Oregon and California. The Columbia River gorge is the only tide-level pass through this barrier to easy travel between East and West. Crossing this range at any other point than through the great gorge of the Columbia which affords an easy route for railroad construction, and which is now used by three of the great railroad systems centering at Portland, necessitates a climb ranging from 3,500 to 10,000 feet. A single locomotive will haul a train of 40 cars from any part of Eastern Oregon or Eastern Washington to Portland through this pass. One engine of equal capacity will only haul one-fourth this number of cars over the heavy grades of the Cascade Mountains to Tacoma or Seattle. This advantage which Portland enjoys over any other city in its territory will always insure its supremacy as the great center of population and wealth of the four States with which its business connections have always been so close.

Of the newspapers of the Pacific Northwest, it is necessary to say but little. Location in the establishment of a site for building a prosperous city is everything. Location as applied to the home of a great newspaper is not the sole quantity which may determine the prominence that paper is destined to attain. Louisville, Ky., for instance, with a comparatively small population, supports a paper that in the strength of its individuality is the peer of any of the great New York or Chicago journals. The *Courier-Journal* has not the circulation perhaps which it might have claimed if located in the metropolis of the East, but it will be conceded without protest that its circulation covers a wider field than the advantage of its location alone might have insured it.

It goes without saying that the one great paper of the Pacific Northwest is the *Portland Oregonian*. It is the only morning paper in Portland; it is

the only big paper in Oregon, and it is the only paper of national prominence in the four States included within Portland's tributary territory.

As before stated, location is a factor which contributes to any prominence a paper may hope to attain, but it is not the sole determining quantity that guarantees a paper's success. While the location of the *Oregonian* in the great mart of trade of Oregon, Washington, Idaho and Western Montana has contributed largely to its prosperity, the fact that for years past it has been the only paper of prominence published in Portland shows conclusively that it has depended on something more than the conditions which surround its publication in the local field for maintaining its unquestioned supremacy. In other words, it has demanded a recognition in the general field outside of Portland that no other Portland paper has ever been able to claim. Without the increased patronage that this great recognition has insured, it has been found impossible to publish a paper that could successfully compete with the *Oregonian*, and through the merits of its strong individuality and the excellent news facilities it enjoys it has driven out all competition.

Two important factors have contributed directly to the success of the *Oregonian*. One of these is the strong personality of H. W. Scott, its editor, who among the leading editors of the country ranks as high as Henry Watterson, of the *Courier-Journal*, or Charles A. Dana, of the New York *Sun*. A recurrence to a single instance in the remarkable career of Mr. Scott will show the mental caliber of the man, and his spirit of fearlessness when his interest has been enlisted in any great cause. Six months before the national conventions met for the nomination of presidential candidates last year, Mr. Scott came out squarely in the *Oregonian* for a platform which would declare unequivocally that the one great issue of the coming campaign should be sound money and honest principles of government. That he flew in the face of public sentiment in his own State on the financial question is shown by the statement that the majority of the allied forces of the Democrats, Populists and Free Silver Republicans in Oregon at that time over the estimated vote for the platform containing the sound money

plank which Mr. Scott advocated was no less than 8,000. That his advanced position was right and that Mr. Scott was able to make the influence of the *Oregonian* felt in one of the greatest campaigns ever waged on the Pacific Coast, is attested by the statement that the 8,000 majority was not only overcome on election day, but that Oregon was held in line for McKinley by a majority of 2,000. Mr. Scott not only carried Oregon, but, through the advanced position he had taken on the money question, and the strength he developed in presenting his views on this subject, the big San Francisco papers, with the exception of the *Examiner*, were later whipped into line, too late, perhaps, to have proved the potent factor in the great contest they might have been, but early enough to save California from going for Bryan. Mr. Scott has at all times the courage of his convictions, and his honesty and ability have never been questioned.

The second and equally important factor in the success of the *Oregonian* is the aggressiveness of Mr. H. L. Pittock, the manager and principal owner of the paper. Mr. Pittock first came to Portland in the early fifties. His first work there was found as the "devil" in the primitive office of the *Weekly Oregonian*, then but recently established. Advancing through rapid and successive stages from the position of office boy to owner of the paper, Mr. Pittock has shown an equal ability in furthering the interests of *The Oregonian* through the business department that Mr. Scott has developed in the editorial rooms. How well the manager of the paper has performed his work is better shown by the magnificent building the paper occupies to-day, its modern and complete plant, and the facilities it enjoys for securing the widest circulation in the field it so fully covers. No paper on the Pacific coast has a more complete plant than that of *The Oregonian*, and no paper of the West enjoys a greater prominence as a clean publication, ably edited and as ably managed.

The only other paper of prominence in Portland outside of the *Oregonian* is the *Evening Telegram*. It enjoys a good local circulation, but attains to no outside distinction. Every other paper in Oregon outside of the *Oregonian* is practically limited in circulation and influence to the immediate community in which it is published.

None of the papers outside of the *Oregonian* and *Telegram* take anything more than a "pony" service from the news associations. The State of Washington, which is fully covered by the *Oregonian*, supports two papers of prominence, the Seattle *Post-Intelligencer* and the Spokane *Spokesman-Review*. The fight for supremacy between these two papers is a close one, yet they occupy fields widely separated from each other, and are out of reach of direct and ruinous competition. The more prominent of the two papers is perhaps the *Post-Intelligencer* —a position it is entitled to not only from the prestige of its longer establishment, but also from the fact that it is published in a thoroughly metropolitan city, that claims the prominence which the cosmopolitan population of a seaport insures it. An existing condition which is strongly in favor of the *Spokesman-Review* at the present writing, however, is the activity noted in the wonderfully rich Trail Creek mining district, directly tributary to Spokane, and the direct stimulus this activity has given to Spokane's trade. Both the *Spokesman-Review* and the *Post-Intelligencer* fully meet the requirements of the respective fields in which they are published, and while not papers of general circulation in the sense that the *Oregonian* is, they are papers of standing and merit. Outside of these two papers no paper in Washington lays claim to any special prominence. The *Times*, of Seattle, is a live afternoon paper, and it enjoys a good local circulation. The *Ledger*, the morning paper of Tacoma, has always played second fiddle to the leading Seattle papers in the Sound field, and it attains to nothing more than local prominence. It does not even meet the requirements of Tacoma for a wide-awake local paper, of metropolitan proportions, whose ability and progressive spirit would commend it to any large popular recognition.

The only paper of prominence in Idaho is the Boise City *Statesman*. It is not a metropolitan journal, however, in the sense that either the *Post-Intelligencer* or the *Spokesman-Review* is, and it claims no prominence outside of its immediate field. On the borders of what might be included in the field of the Pacific Northwest is a new claimant for public recognition. This is the Anaconda (Montana) *Standard*, which, during the past few years, has

made such rapid strides under the efficient management of William E. Bond. In point of prominence the Anaconda *Standard* competes closely with the older established *Spokesman-Review*. It has more than a local circulation, and it is receiving the best recognition of general advertisers everywhere.

In the matter of the relative value of the leading papers of the Pacific Northwest nothing more can be offered than the individual opinion of some one who has had wide opportunities for observing matters relating directly to the solution of this complex problem. Fixing the standard of the value of the *Oregonian* at one, that of the *Post-Intelligencer* would probably be placed by an Eastern advertiser at one-third, the *Spokesman-Review* the same, the Portland *Evening Telegram* possibly about the same, and the Anaconda *Standard* perhaps a little less, or on certain contingencies a little more. The Tacoma *Ledger* and the Seattle *Evening Times* would not stand higher than one-fifth. In figuring out these ratios of value a clear distinction must of course be drawn between the value of a morning and an afternoon paper. It is not the consensus of opinion that leading Eastern advertisers in fixing rates would accord the papers outside of the *Oregonian* in the Northwestern field a higher rating than this. Yet it is undoubtedly safe to make the reservation that under certain conditions the *Post-Intelligencer* and the *Spokesman-Review*, as well as the Anaconda *Standard*, might demand one-half the rates for advertising the *Oregonian* charges, and that on this basis even liberal expenditures with these journals might lead to eminently satisfactory and profitable results.

♦♦♦
BUSINESS TERM.



"SEASONABLE GOODS."

ADVERTISERS' BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are lots of them, and some of them are mighty good.

ONLY the best life insurance is good enough.

MONARCH BICYCLES are made well, look well, sell well and wear well.

Good printing is not necessarily high priced. Cheap printing is not necessarily poor printing.

WE'LL clean anything. We'll scour anything. We'll wash anything. We'll call anywhere. Any time.

ALWAYS turn to our columns with confidence. We do not propose to pay big bills for printing trivial notices.

Good printing is like good painting—it demands and obtains a second glance. The second glance leads to thought about and knowledge of the thing portrayed, and then to the artist or advertiser.

MANY so-called remedies are pressed on the public attention on account of their claimed large sales. But sales cannot determine values. Sales simply argue good salesmen, shrewd puffery or enormous advertising. It's cures that count.

THE possibilities of a five-dollar bill in the way of adding a few fresh books to that library of yours will most likely open your eyes with pleased interest as you glance through the subjoined list of books and note the startling reductions in the prices.

If Samson's digestion had been out of order, and his blood impure, there would probably have been a different story to tell about the lion. Men, nowadays, do not ordinarily have to wrestle with lions. But there are business problems to struggle with and business difficulties to overcome, that are calculated to test their strength.

THERE'S only one kind of printing that we don't do. That's the poor kind. That's the kind you don't want. But when you do want something that is neat, clean, right-up-to-date, printed on good paper, with fine ink, from type that is new, and of latest face, set in an artistic and intelligent manner—in short, when you want a strictly first-class job, just jingle our telephone, No. 410, or drop in at No. 6 Whitaker street, and make your wants known.

ARRANGED BY STATES.

Advertisements under this head 20 cents a line.
Must be handed in one week in advance.

MISSOURI.

COVERS the field—St. Joseph HERALD—8,000 d.
8,000 S., 9,000 W. LA COSTE, New York.

NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea-table favorite.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 1895, Daily, 8,745; Weekly, 6,600. Most circulation weekly than all the other Binghamton weeklies combined. THE S. C. BECKWITH SPECIAL AGENCY, Sole Agts. Foreign Advertising, New York and Chicago.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly. LA COSTE, New York.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for it self and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVENTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

GALVESTON TRIBUNE, Daily four pages, Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Add, Pres.; Chase Fowler, Vice Pres.; George Sealy, Treas.; Fred Chase, Secy. and Bus. Mgr.; Clarence Ousley, Editor. S. C. Beckwith Special Agency, sole agents.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

CANADA.

86.00 A line yearly. 20 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

GUARANTEED CIRCULATIONS.—The circulation of the following papers is guaranteed by the publishers of the AMERICAN NEWSPAPER DIRECTORY for 1895, who will PAY A REWARD of \$100 in each and every case where it shall be proved that the paper was not entitled to the rating accorded.

ILLINOIS.

EIGHT-HOUR HERALD, Chicago, 17,370.

MAINE.

O. C. ADVERTISER, Norway, Maine (local), 2,340

The Evening Journal,
JERSEY CITY, N. J.
Average Daily Circulation for 1895,
14,362.

Guaranteed by American Newspaper Directory.

10 Cents a Copy. \$1.00 a Year.

GODEY'S MAGAZINE.

February number is on sale at every first-class news-stand in the United States and Canada. Do not miss this issue. It contains many articles of special interest.

The prospectus for 1897 shows a perfect feast of good things for the coming year.

"GODEY's stands in the front rank of the cheaper magazines, and is always clean, pure and worthy to be taken into the family circle."—*Commercial, Buffalo.*

Guaranteed circulation for 1896,
one million copies.

Send for rate card.

THE GODEY COMPANY,
52 Lafayette Place, New York.

Make . . .
Advertising
Pay . . .



THE

Evening Journal

OF JERSEY CITY, N. J.,

Was a daily visitor during 1896
to no less than

15,035 Families

in the wealthy suburban population of Hudson County.

The MEDIUM that reaches
15,035 families must pay
advertisers.

THAT NEWSPAPER

which in its locality reaches the greatest number of people **who pay for it**, cannot be other than **the best newspaper** for either a local or general advertiser. IN IOWA it is the

DES MOINES DAILY NEWS

Sworn average for the whole of 1896, **15,019**

Sworn average for January, 1897, - **15,496**

EASTERN OFFICE,

150 Nassau Street,

New York City.

Our Machines

may present new conditions to the printer and pressman, but always such as will enable him to produce in his job department more work and better work for less money, and his newspaper more perfectly, more rapidly and more economically.

The "Century" — for your Job Department.

The "Multipress" } for your
The "New Model" } Newspaper.

The most efficient presses of their kind in the world. Investigate!

**Campbell Printing
Press & Mfg. Co.**

6 Madison Avenue, New York
334 Dearborn Street, Chicago

"New England's Family Paper."

...THE...

Portland Transcript

23,472

Circulation Average for 1896.

125,000 Readers.

15 cents a line rate.

No Bad Positions.

GOOD SERVICE.

TRANSCRIPT CO.

Portland,

Maine.

**"You can't get blood
out of a turnip"**

but you can
get profitable returns from
advertising in the

Oil City Derrick.

The experience of many
has proven this.

W. E. SCOTT,

American Tract Society Building, New York,
Eastern Advertising Manager.

...THE...

MORNING NEWS

Is the only morning paper in Delaware.

Published in Wilmington.

72,000
POPULATION.

Does it need any better recommendation?

THE NEWS PUBLISHING CO.
WILMINGTON, DEL.

Send for sample copies of all the Albany, N. Y., papers. Compare them and you will readily see why

THE ARGUS

leads all others in circulation. It is one of the largest newspapers, and concededly the best newspaper published between New York and Chicago.

Daily, Sunday and Semi-weekly.

Send for rates and sample copies.

THE ARGUS COMPANY

The Courier

EVANSVILLE, IND.

stands **fourth** in point of circulation among the dailies of Indiana, with a guaranteed issue **Daily of 8,000, Sunday of 8,400, and Weekly of 7,100.** Its news service is equal to the best. It is noted for clear cut editorials and general interesting reading. *As an advertising medium it has the confidence of its readers, and what more can be said of any paper?*

W. E. SCOTT,
American Tract Society Building, New York,
Eastern Advertising Manager.



DAILIES ONLY



Morning Papers—Why you should use them

The Life of each issue of a morning paper is twelve hours.

All Day Long it lies on tables, chairs and desks everywhere. Read by dozens of people during the day.

It Speaks to Clear Brains, fresh from rest and ready for impressions.

THE DEMOCRAT, Grand Rapids,

Judged either by the character of the people who read it or its effectiveness, is worthy the consideration of every advertiser who wishes to reach the people of Western Michigan.

HERALD
St. Joseph, Mo.

8,000 Daily
8,000 Sunday
9,000 Weekly

Leading
Home Newspaper
in
Northwestern Mo.

Williamsport, Pa.
GAZETTE
AND
BULLETIN

Guarantees that its
Circulation is as
Represented

6,000 Daily
4,000 Weekly

We present the above morning family newspapers as the leading exponents of all that is best in journalism in their respective cities.

H. D. LA COSTE, 38 Park Row, New York.

**The N. Y. TRIBUNE proposes to
send to readers of Printers'
Ink a \$30.00 set of books
for \$1.00 down, and then to
give one-third discount.**

Last November THE NEW YORK TRIBUNE arranged with Charles Scribner's Sons to place a whole edition of the greatest publication they have ever undertaken—

SCRIBNER'S HISTORY OF THE UNITED STATES

believing that there was a wide market for the only adequate, popular and superbly illustrated history of the United States in existence.

THE TRIBUNE was correct in its surmises, for more dollars' worth of *Scribner's History* have been sold in the last three months than of probably any other history in the same number of years. Why? Because, having no agent's commissions and no great expenses of organization, sets of this fine work were offered at one-third off the regular subscription price and upon terms which appealed to people who wanted the best but could not afford the money outlay all at once.

THIS IS THE WORK.



3,500 PAGES. 1,600 ILLUSTRATIONS. COST OVER
\$100,000. HALF MOROCCO STYLE.

TO PRINTERS' INK READERS:

We will send, express paid, the five great volumes on receipt of \$1 and the agreement to remit \$2 a month for nine months and \$1 on tenth month, \$20 in all. Half-morocco style, \$1 a month more. If the work is not satisfactory return it. There will be no quibbling about sending back your money.

We make this offer because we know the excellence of this history and because we are glad to trust the kind of people who read PRINTERS' INK.

No attempt has been made to describe Scribner's History. You know the kind of book Charles Scribner's Sons publish (this is the best edition and cannot be procured in book stores) and the Tribune indorses, but a full circular may be had upon application. Better to send your \$1 (or \$2 for half Morocco style) and see the set complete; 5 per cent off for all cash. This sum represents what it costs to collect the small monthly sums. Address,

**The New York Tribune,
Tribune Building, - - - - New York.**

P. S.—We shall be glad to hear from newspaper managers and to make a confidential offer.

FOR BICYCLE ADVERTISING

In Peoria, Illinois



The Daily Transcript is the most-used medium. Last year more of that class of advertising was printed in it than in all of the other Peoria papers combined.

One reason for it was because a bicycle news department was regularly conducted. The bicycle manufacturers and dealers saw all of the bicycle people reading THE TRANSCRIPT. They wanted to reach them, and bought space. Then, too, general advertisers know it is the best medium in Central Illinois, and the business comes.

The Peoria Evening Times has the largest evening circulation in the city. It ought to be included in your contract. It is a penny paper, giving two-cent service. That pleases the people.

Rates Firm but not High.

**THE TRANSCRIPT CO.
PEORIA, ILL.**

FARM AND HOME.

Eastern Edition,
120,000 copies.
Western Edition,
130,000 copies.

A National Semi-
Monthly, covering
the entire country.



No better paper can be offered advertisers who are after the farmers' trade, than the old and reliable Farm and Home.

It presents the practical side of farming. Is read by real farmers, not make believe farmers.

It is read by thrifty farmers who can afford to pay cash for their subscription. No dead-heads. Circulation sworn to.

• • •
WE CLAIM

250,000 Copies each issue.



Look into this paper if you are not now using it.

Any reliable agent will tell you of its merits

The Phelps Publishing Co.,

SPRINGFIELD, MASS.
27 Worthington Street.

CHICAGO, ILLINOIS.
204 Dearborn Street.

Investments

— for 1897

**AMERICAN
AGRICULTURIST**
NEW YORK.

Circulation, **72,000,**

Covering the Middle
and Southern States.

**ORANGE JUDD
FARMER**
WESTERN EDITION,
CHICAGO.

Circulation, **57,000,**

Covering the Western
and Central States.

NEW ENGLAND HOMESTEAD
EASTERN EDITION,
SPRINGFIELD, MASS.

Circulation, **36,000,**

Covering the
New England States.

ADVERTISING SPACE is a commodity that should be bought as other goods are. On this basis it can be made the most profitable end of your business. Let alone papers of unknown circulation and use those of known circulation. Insist upon getting what you pay for. Beware of those who make you a "special rate." The American Agriculturist Weekly has no special rate; the money of one advertiser is just as good as another's. We give value received every time. This combination of papers is a "winner." See that it is on your list.

— CIRCULATION —

165,000 Copies Weekly.

Covers the whole Country or any part of it.

Orange Judd Company,

NEW YORK,
52 Lafayette Place.

CHICAGO,
Marquette Bldg.

SPRINGFIELD, MASS.,
27 Worthington St.

Salesmen vs. Advertising



FIVE SALESMEN WITH BUT A SINGLE ORDER.

The above cut is a reproduction taken from the February issue of the *Inland Printer*, published at Chicago, Ill. It illustrates how difficult it is to secure orders nowadays by salesmen, and proves the wonderful success I have made in the ink business, not forgetting that I never employed a salesman, and my only agents were my advertisements appearing weekly in this paper. On Monday, February 8th, 1897, I received 70 orders, every one accompanied by the cash, and they covered twenty different States. During the year 1896 I averaged 48 orders daily, and one day I received as many as 106. Since I started in the ink business I have received nearly thirty thousand (30,000) orders, and on one point I never made an exception: That the cash must come with the order, otherwise I don't send the ink. If my inks are not found as represented, I buy them back. Send for my price list.

Address,

P. I. JONSON,
8 Spruce Street, New York.

STATEMENT OF CIRCULATION OF *The Detroit Free Press*

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McMURRAN, GEO. P. POWELL & CO., Publishers of American Newspaper Directory, 10 Spruce Street, New York
Save—The issues of this name for one year from January 1st, 1866, to December 31st, 1867, inclusive, will be sent to any subscriber of the American Newspaper Directory, for the sum of \$1.00.

Date		Description		Debit		Credit		Balance	
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1924	4								
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This is a correct report for the entire year 1866, and is made in good faith for the purpose of being placed on file in the office of the Amherst Hospital Director and securing an accurate and permanent record of the same in the 20th annual issue of that publication—for the year 1867.

Amherst Daily Advertiser—Vol. 18, No. 108.
Amherst, Mass., Aug. 21, 1867.

It will be noticed that many of the names of the subscribers are omitted, as they are not to be published.

the first time in the history of the world, the human race has been able to live in a state of complete and absolute freedom.

STATEMENT OF CIRCULATION OF *7th Avenue/Club*

Advertisers, GEO. P. RONNELL & CO., Publishers of American Newspaper Directory, 10 Spruce Street, New York.

The grand total when divided by 365, which is the actual number of days of issue, shows that the average number of days taken for the purpose of being placed on file in the office of the Arizona Newsman Director and awaiting its removal and circulation rating in the 50th annual issue of that publication for the year 1909.

California Journal 2010-11

STATEMENT OF CIRCULATION OF THE KANSAS CITY STAR

Journal of Health Politics, Policy and Law, Vol. 29, No. 1, January 2004
DOI 10.1215/03616878-29-1 © 2004 by the Southern Political Science Association

GROWTH, INCOME AND INFLATION 1071

KANSAS CITY MO TAN 1

13 of 13

W. P. ROWELL & CO., Publishers of *American Novelist* Directory, 10 Spruce Street, New York.

Sixes.—The issues of this paper for one year from January 1st, 1806, to December 31st, 1806, inclusive, *actual number of complete copies printed*, have been as stated below.

The grand total when divided by **366**, which is the actual number of days of leave, shows this is a correct report for the entire year 1895, and is made in good faith for the purpose of being used as a standard in the 1896 annual leave of the public service—for the year 1897.

The grand total when divided by 366, which is the actual number of days of issue, shows that the average number of complete copies printed per issue was 63266. This is a correct report for the entire year 1889, and is made in good faith for the purpose of being placed on file in the office of the American Newsman Director and securing an accurate and reliable record of the circulation value in the 1889 annual issue of that publication for the year 1887.

Aug. 7. Seated

59

There is a
B ————— **B**
B-LINE
From Producer to Consumer

IT IS THROUGH THE

Chicago Dispatch,

By JOS. R. DUNLOP.

IT REACHES THE MASSES

IN AND ABOUT CHICAGO.

Its circulation is larger than all other afternoon papers of Chicago combined,
save one.

ADVERTISING RATES ON APPLICATION

EASTERN OFFICE:

517 Temple Court, New York. 115-117 Fifth Avenue, Chicago.

HOME OFFICE:

1897 -- WHEELS -- 1897

IF YOU HAVE WHEELS

REMEMBER THAT

The St. Louis Star

REACHES MORE WHEELMEN,
DOES MORE FOR WHEELING,

THAN ANY OTHER ST. LOUIS NEWSPAPER.

IT IS
RECOGNIZED AS **THE LOCAL CYCLING ORGAN.**



For 1897 model RATES,

Ask "EIKER,"

148 Tribune Building,

New York City.



ROWELL KNOWS

THE HOUSTON POST carries more "Want" Advertisements daily than all the other Texas papers combined, not excepting the Galveston News and the Dallas News.

Editorial from Printers' Ink, Oct. 14, '96.

The Post carries more "Want" Ads because The Post "Want" Ads are sure to produce results.

The Post also carries more Ads of all kinds than any other Texas paper. Merchants and business men don't advertise for pleasure, save for the pleasure of profit. Draw your conclusions, and remember our Representative will be pleased to call on you at any time.

Drop a postal to :



Just this =

*the advertising
on the*

Brooklyn

"L"

is managed by men of years' experience in this line. A broad gauge liberal policy is pursued with advertisers. Uniform rates are given. Fifteen employees, all men of ability and experience, are constantly going over the road and keeping the car and station advertising right "up to date."

No misrepresentations on the part of agents are tolerated. You know just what you are going to get on this road.

George Kissam & Co.

253 Broadway, New York.

35 Sands Street, Brooklyn, N.Y.

How Advertisers Make Money.

It is the practice nowadays to pay very much more attention to the details of advertising than was thought requisite formerly. The man who appeals to the public to-day must in the first place have something to sell that the people want; next he must tell his story in such a way that people who read it will become convinced of the value of the thing he offers them; then he must cause his story to be printed in the papers where it will be most likely to be seen by the largest number of the sort of people most likely to want the thing he has to sell. He must secure for his story such a place in the paper as will make it probable that it will not fail to be seen by all the readers of the paper; and finally, in order to make sure of all points, he must have his advertisement so constructed, so set up, so illustrated that whoever takes the paper in hand in which the advertisement appears cannot fail to see the advertisement and to read it, to be impressed with it, and to go to him and buy the article which he advertises to sell. To accomplish all that is here set down requires knowledge, judgment and experience. This knowledge, this judgment, this experience is what we have to offer. Advertisers who wish to do advertising that will bring them greater results at smallest cost should communicate with

The Geo. P. Powell Advertising Co.

10 Spruce Street, New York. Western Office: "The Rookery," Chicago.